Be wise; sign our Free War Insurance Coupon on page iii of Cover.

JOHN BULL

Vol. XX. No. 550. SATURDAY, DECEMBER 16, 1916. ONE PENNY

[Registered at the G.P.O. as a Newspaper.]

004421
For meaning of this number see p. iii of cover.

Come the three corners of the world in arms,
And we shall shock them: nought shall make us rue,
If Britain to itself do rest but true.

Edited by
HORATIO
BOTTOMLEY

SPECIAL OFFER

Post five penny stamps to EXCELDA Handkerchief Co., 60, Mosley Street, Manchester, and you will receive in return, post paid, one sample of superior quality *Gentleman's Full-sized Hemstitched* EXCELDA Handkerchief

This sample is sent by the manufacturer to the consumer to prove the exceptional good value of Excelda handkerchiefs. This offer applies in the United Kingdom only. To avoid mistakes please write name and address plainly and fully.

Only one sample will be supplied to each applicant

EXCELDA

HANDKERCHIEFS

Steele's Adv. Ser.

It's as clear as Daylight—

The reason why you can save money by furnishing at the "Midland" is as clear as daylight. The "Midland" control the actual manufacture of what they sell. That cuts out the middleman's profit—a big economy, which enables the "Midland" to keep prices down and so to give you the utmost possible value for every shilling you spend.

Money buys more at the "Midland."

You get £100,000 worth of beautiful furniture to choose from. No interest is charged if you decide to furnish out of income, on the "Midland" Ideal Terms: no extras of any kind. First and last the plainly-marked prices are all you have to pay—and you've only to compare them with what you would be charged elsewhere to see how much you save.

Write to-day for the "Midland" Book of Furniture.

It is the finest and most comprehensive Guide to Furnishing ever published. It contains over 1,000 photographs actually taken inside the "Midland" Salons. A postcard brings it free.

10% Discount for Cash

Beautifully finished Inlaid Mahogany Bedroom Suite in Sheraton style, comprising commodious 4 ft. Wardrobe with large drawer; 3 ft. 6 in. Dressing Chest; 3 ft. 6 in. Washstand with marble top and tiled back; 2 cane-seated Chairs and richly inlaid 4 ft. 6 in. Bedstead. Complete, **25 Guineas**

Country Orders

packed free of charge and forwarded carriage paid. Orders by post carefully and personally dealt with by a Special Manager.

Rail Fares Paid

Customers' fares to town paid on all orders of £20 and over.

Free Life, Fire, Zeppelin and Bombardment Insurance.

Ideal Terms
(Town or Country)

Worth	Per Month
£10...	£0 5 6
20...	0 11 0
30...	0 16 6
40...	1 2 0
50...	1 7 6
100...	2 15 0
200...	5 10 0
500...	13 15 0

Larger amounts pro rata.

At the "Midland" customers can obtain free insurance policies whereby **all furniture purchased on Ideal Terms becomes the absolute property of the wife,** in the event of the death of the purchaser. **All furniture** thus purchased is also **insured against damage by Fire, Zeppelin Bombs, or Hostile Bombardment.**

Midland

Furnishing Company, Ltd.,

Contractors to H.M. Crown Agents for the Colonies,

15 to 23, Southampton Row, Holborn, W.C.

Seven doors from Holborn and Holborn Tube Station, 1 minute from British Museum Tube Station.

Hours—9 till 7. Saturdays—9 till 1.

A Christmas Present that will never grow old and which is easy to buy.

WHEN at last the din of arms is hushed and a new era dawns with the Declaration of Peace, how much will you remember of the War?

YOU will be glad in the days to come to have in your home the *greatest and most complete record* that money can buy. You will never cease to enjoy the possession of a history of the war from its beginning to its finish; its causes, its campaigns, its battles, its incidents of individual heroism, the achievements of the Regiment or the Service to which "the boy" belonged; and so forth.

AND when the boys come home they too will want to know all about what has been going on in "Blighty" whilst they were away. Do you realise that the men who are **making history** at this moment know least of what is happening in other theatres of war and at home? They will want to know how their friends in other Regiments have fared in the other Campaigns in distant parts of the world; they will be eager to learn how our politicians have managed things here; they will ask what part the Neutral Countries have played in this greatest drama of all the ages. If in the Army, they will want to know how the "Navy Boys" did their bit; and if in the Navy, they will never tire of reading of the experiences of the "Khaki Boys"; and **all of them,** whether soldiers or sailors, will be proud to point out the passages in the great Encyclopaedia of the War issued by "The Times," where the story of their doings is preserved for future generations to read and emulate.

MAKE THESE WONDERFUL VOLUMES OF

The Times

Illustrated HISTORY and Encyclopædia of the WAR

YOUR CHRISTMAS PRESENT.

For full particulars of how delivery of the Volumes published to date may be obtained by ONE small payment

FILL IN THE COUPON AND POST TO-DAY.

To the Publisher of "THE TIMES" Illustrated HISTORY and ENCYCLOPÆDIA of the WAR, Printing House Square, London, E.C.

Please send me full particulars of how I may obtain delivery of the published volumes of "The Times" History by one small payment.

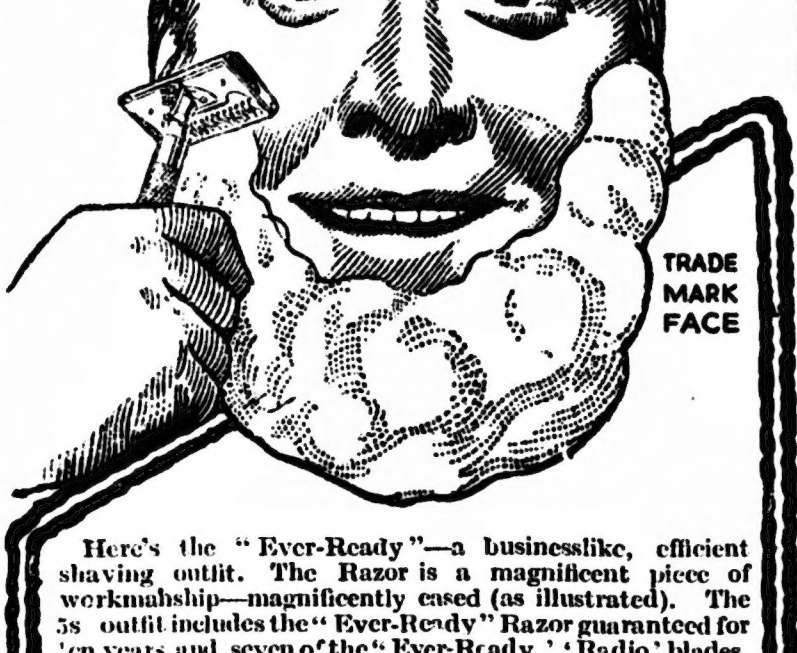
Name .....

Address .....

.....

J.B.1.

Yes! Ever-Ready!



Here's the "Ever-Ready"—a businesslike, efficient shaving outfit. The Razor is a magnificent piece of workmanship—magnificently cased (as illustrated). The 5s outfit includes the "Ever-Ready" Razor guaranteed for ten years, and seven of the "Ever-Ready" 'Radio' blades.

The marvellous "Ever-Ready" 'Radio' blades wipe the stiffest stubble off the face with velvet-like smoothness. They assure you a new degree of comfort in self-shaving.

A razor is only as good as its blades—and 'Radio' Blades make "Ever-Ready" the best shaving razor in the world, regardless of price.

Refuse substitutes. Look for Trade Mark Face.

INTERNATIONAL DISTRIBUTING CO., LTD.
6 & 7, Stonecutter Street, London, E.C.

'Ever-Ready' Safety Razor

EXTRA "EVER-READY" 'RADIO' BLADES, 6 for 2/- or 12 for 4/-

Fit Star, Yankee, Imperial Gillette Razors.

The Great Xmas Gift for Boys

MECCANO is the Engineering "Arabian Nights" with a thousand and one new forms of entertainment, each more interesting than the last. All boys delight in it and never tire of its ever-varying fun because the models they can build work perfectly. Meccano lays the whole field of engineering under tribute to the youthful mind and satisfies the boyish bent for making things that "work."

There are 326 working models shown in the copyright Manual of Instructions which goes free with each Meccano outfit. Any boy can build them without study. The genius is in the patented Meccano parts which are designed to make everything easy.

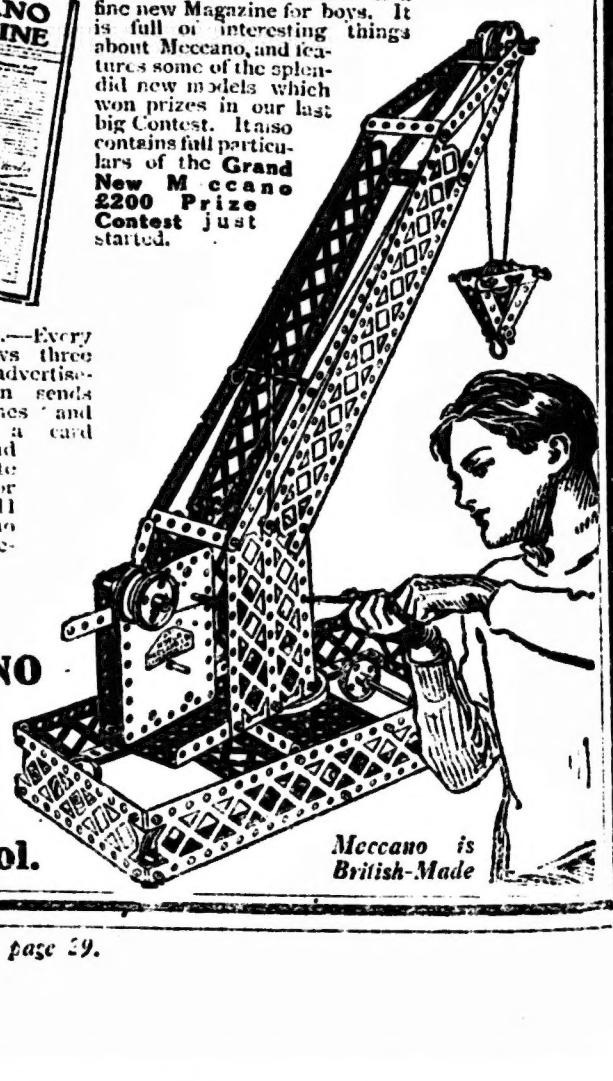
MECCANO

Complete Outfits from 3/9 to 115/-

WARNING.—If your outfit does not bear the trade-mark word "Meccano" it is not Meccano.

This is the first number of a fine new Magazine for boys. It is full of interesting things about Meccano, and features some of the splendid new models which won prizes in our last big Contest. It also contains full particulars of the **Grand New Meccano £200 Prize Contest** just started.

How to Get It.—Every boy who shows three chums this advertisement and then sends us their names and addresses on a card with his own and "No. 22" opposite his own name for reference, will get this Meccano Magazine by return of post.



MECCANO Ltd., Binns Road, Liverpool.

Meccano is British-Made

Don't miss our Advertisement Guarantee on page 29.

JOHN BULL

The Paper on which the Sun Never Sets.

Politics without Party—Criticism without Cant:
Without Fear or Favour, Rancour or Rant.

Vol. XX. No. 550. Week ending Saturday, December 16th, 1916. One Penny.

"THE WORLD, THE FLESH, AND THE—*KAISER.*"

[*The Editor discourses upon passing events and topics of the day.*]

The Editor and the Government.

Thousands of letters have reached us with suggestions that we should seek some place in the new Government. To vary slightly the words of Lord Northcliffe, however, we prefer, for the present, to remain in the chair at Long Acre. This is Lloyd George's show—and we shall help him to the best of our power. If he fails—well, that is another question.

Time's Revenge.

Some of us saw it coming even in peace times—Mr. Lloyd George at the head of what is virtually a Unionist Government. What a change—1909-1916!

Two Johns.

We predict that the new order of things will bring two Johns out of their shells—Mr. Burns and Sir John Simon. Keep your eye on them.

The Food Minister.

It is not true that Mr. Lockhart was offered the post of Minister for Food.

Cheers for Cadbury!

We don't often get the opportunity for cheering a Cadbury; but we heartily congratulate Flight-Lieut. Egbert Cadbury on the decoration he has received in recognition of his gallantry in helping to bring down a Zepp. We will forgive the Cocoa people everything else if they will go on producing boys of this kind.

Episcopal War Economy.

Advertisement from the *Times*: "The Bishop of Winchester requires third housemaid of three for country near London; ten servants kept. . . ." The wonder is how his Lordship manages to get enough sugar to sweeten their tea.

Our Master!

According to the Rev. L. M. Hay-Dinwoody, Rector of Holy Trinity, Elgin, it is the duty of every minister to "warn any weak member of his flock from being led astray by listening to a man (the man in question being ourselves) who is doing the Devil's work." Poor Devil!

"A Hieland Lassie."

Apropos of our recent comment on the burial of the German military prisoner with the accompaniment of Highland pipes, and of our question as to "what they were lamenting about," a "Hieland Lassie" says, "They were lamenting *because it was only one* they were burying." A bright lassie, that!

The New *Regime.*

Overheard at the Savoy: "One boiled beef and carrots; potatoes; no greens; one bread—and half of bitter."

Sir Henry.

Everybody expected to see Sir Henry Dalziel in the new Government. But he, apparently, prefers the freedom of Tudor Street. It will be interesting to see him heckling Mr. Lloyd George!

"The Speaker."

There is, however, one rumoured change which, we venture to say, every member of the House of Commons will deplore—the retirement of Mr. Lowther. He is one of the very few men whom we cannot afford to lose. He is the Spirit of Parliament.

Those Traitor Princes.

Now, perhaps, we shall get that Bill to remove traitor princes from the peerage, about which we were told the King was "advised" months ago. Perhaps the new Postmaster-General will make inquiries as to the miscarriage of the late Premier's letter.

The London Poor.

Please don't forget these old friends of ours. We mustn't let the war dry up *all* the fountains of charity. See page 29.

Derby's Dictum.

Lord Derby at the Aldwych Club: "... And I say now that to go back from a Government composed of all Parties and to turn to Party Government would spell ruin to this country." Lord Derby is a single-minded, straight-speaking, earnest-working public man who has rendered Britain great service, and what he says is the truth, the whole truth, and nothing but the truth.

Such is Fame!

This is how a letter was recently addressed to us, and duly delivered:—

HORATIO BOTTOMLY.
God's Annointed Seven Days' Wonder
Saviour of Everybody and Everything
The Man who's winning the war *with his mouth*
The Compressed Gasworks who doesn't want your money
Balam's Prize Ass
The man who some day will refuse the Crown of Britain, perhaps.
LONDON.

We had no idea we were so well known!

Of prime importance. Sign our Free Air Raid Insurance Coupon, page iii of cover.

Great Scott!

The Rev. H. V. Scott, member of the Eastbourne Board of Guardians, suggested at the last meeting that the custom (for poor people) of going barefooted should be reintroduced. It is not thought, however, that the reverend gentleman proposes to set the fashion.

No Wonder!

The war costs over £5,000,000 a day. This is how the item is made up: The other day a Danish steamer was captured by our patrols. She was loaded with phosphate for Amsterdam; but after being kept five weeks at Gravesend she was released, with her cargo intact, and paid £3,500—or £100 a day—for the detention!

A Few More Shipping Queries.

Who is responsible for the fitting up of refrigerated barges for Mesopotamia, and how many have been lost on the way out? And are German designs of machines being used? Can anybody tell us about the Inland Water Transport's little doings at a small Kent seaport? And what about that crew of the old County Council steamer which left the other week, and had to return as they were all seasick?

Wasting Winter Wheat.

There is a farm, we are told, within three or four miles of the town of Watford, where the military have commandeered 60 acres of winter wheat that was just coming nicely through the ground, and, over those tender shoots, huts for soldiers are being erected. It is quite an unnecessary act of barbarism, for near by there is uncultivated land available—land, that is, not fit for cultivation, but suitable for huts.

From Sugar to—Flour.

The wife of a soldier—who has been fighting his country's battles and never been home since he enlisted in September, 1914—went into "a well-known shop in Salford" a few days ago, and among other goods ordered flour. They refused to supply her with flour, so she says, because she had not ordered "enough other goods," though the other goods ordered amounted, as we make out, to 1s. 7d. One wonders where these shop outrages on the poor are going to stop. Soon, apparently, they will have to buy a load of coal as a condition of being served with half-a-slice of standard bread.

Points for the Government.

Now that we have a new Government, we mean to keep it informed of things which come to our knowledge—things of the kind which the old Government was always hushing up. Here is one: A certain steamer hailing from a Northern port was fitted with a gun, which she used to such advantage on a recent voyage that she actually stopped a German submarine sinking another ship; *yet on arrival home the weapon and fittings were removed!* What says the new boss of the Admiralty or the Board of Trade? We shall be glad to give him full particulars.

Food for Germany.

Here's another: A few days ago, a Danish steamer was loading here for Copenhagen, and actually took on board 300 tons of flour and large quantities of rice, split peas, and tinned provisions. This export of necessities had been going on in the case of other vessels weekly for some time past, although it can hardly be doubted that the ultimate destination of some of the cargoes is Germany. We are glad to hear that the Master Stevedore refused to load. And, at the time of writing, there are 300 more tons of flour on the quay awaiting shipment!

Those "Damned Dots"!

The following story is vouched to us by a well-known munition firm: They were recently asked to give a "fine quotation" against another big firm for a certain article, and they quoted "for 500,000 @ 1.83d." They were thereupon rung up by the Department concerned, told the price was too high, and asked whether they could not accept 1s. 2d.—the figures must have been mistaken for 1s. 8¾d.! This little blunder, had the contract been completed, would have involved a loss of over £75,000 to the ratepayers, as the number required was a million and a half.

Russia and Constantinople.

A little while ago—the day before yesterday, in a way of speaking—we were all singing "We don't want to fight, but by Jingo if we do. . . . We *won't* let Russia have Constantinople." Now she has been officially informed that she can have it—and 'twixt you and us and the Sublime Porte, this country would have been saved a lot of the present Kaiser welter if it had practised its melodious voice in another tune. If Russia had been settled in Constantinople when the war broke out—well, of two things one: there would either have been no war, or it would have been long over, with Kaiserdom down and done for.

Nothing Doing for the Unfit.

There was a note of unconscionable audacity in the announcement of the Under-Secretary for War that he could not promise that the Government "were going to accept financial responsibility for all the men they took into the Army." Why shouldn't they? The War Office, by their Medical Boards, deliberately force into the Army men obviously unfit, break them on the iron wheel of training and discipline, chuck them into the street, done for, and then come down to the House of Commons and disclaim financial responsibility for the result. That is callous and wicked. Why, the Government wouldn't adopt that attitude even in the case of a decrepit judge or a discarded Lord Chancellor.

A Lesson for a "Leddy."

The ears of Mrs. Burnley Campbell would be hot could she hear how she has been talked about since we told of her objection to English and Lowland Scottish soldiers being received in the Highland Ward of a hospital. A soldier in hospital at Alexandria thus writes:—"Our ward contains 50 beds, endowed by Leicester, Lincoln, and Wilts Farmers' Red Cross Fund. Occupying these beds are English, Scotch, Welsh, Australians, and our dark brothers from British West Indies. In other wards other countries are represented, and the same mixed men. What matter who my bed chum may be when we are all brothers under the Union Jack?" The right, fine spirit is there, and the farmers of Leicester, Lincoln, and Wilts will be glad to hear of that gathering of the clans—all mixed, but all British.

At a Peckham School.

There is a certain sailor, away with the Grand Fleet, whose wife is keeping things going for him and their boys at their little home in Peckham. And that good, brave lady tells us:—"There is a schoolmaster at Peckham who greatly objects to my child singing 'Rule, Britannia.' He says Britannia does not rule the waves, and until she does he will not have it sung in that school. I should like to know if he ought to be allowed to rule my boys." We must tell that schoolmaster that Britannia does rule the waves, though she is sometimes worried by murderers who hide in the dark beneath them. And we would further ask him to cease insulting the sons of a gallant father, or we may be compelled to withdraw the anonymity with which we at present favour him.

The most sensible Christmas Present is a "John Bull" Pen. See coupon, page 25.

Here's Hair!

It was an interesting proposition advanced at Smethwick by Colonel Sadler, in the matter of a hairdresser who wanted some exemption. The gallant colonel first suggested that the applicant's trade was a luxury; any man should be able to shave himself. But, said a solicitor, a man could hardly cut his own hair. It was then that Colonel Sadler made his great pronouncement, in these memorable words:—"Anybody can do that." Perhaps so; perhaps any man can cut his own hair, but we fear the artistic effect would seldom be impressive.

Great Guns!

From the Hague comes the news that a consignment of goods from the United States to the Dutch Artillery Works, hitherto held up in this country, has now been released by the British Government, who will "in future place no difficulties in the way of the importation of such goods into Holland." That looks as if, in a spirit of child-like confidence, we are going to allow America to supply Germhuny with arms and munitions through Holland. Of course, the answer of the Government will be that they have received guarantees that the goods are intended for Dutch defence, but we have had our hand bluffed so often as to raise the suspicion that they are being fooled again.

They *Don't* Think!

After lecturing us for three-quarters of a column on our erroneous attitude towards those Co-operative Societies which impose an "other goods" demand of 3s. to 4s. on customers as a condition of being supplied with 1 lb. of sugar, the *Scottish Co-operator* winds up, "Obviously some method of regulating supplies is required; I don't think the method of which Mr. Bottomley falls foul is the best method. I think so much per head of the household would be more equitable, but that is a matter for the members themselves to rectify if they think it necessary." We do not mind the *Scottish Co-operator* opening its mouth, but why put its foot in it?

A Warning to Parents.

We have received from parents during the last few days allegations of the underfeeding, to say nothing of the half-starving, of their children at several boarding schools. Doubtless the modest fees which some of these establishments charged before the war are no longer adequate for proper education and sustenance, although proprietors may find it impossible to raise the scale. The complaints are of a serious character, and before publishing them it is of course necessary, in justice to those who have—or have had—charge of the children that they should be most thoroughly inquired into. This investigation we are now entering upon, and hope to advise our readers shortly of its result.

A Canadian's Message.

That "Canadian officer," who wrote to General Smith-Dorrien saying that his men would go home thinking of this land as a "hotbed of iniquity," should be sorry he spoke. We quote a few passages from a recent letter, fresh from the trenches, just as a sample of very many:—"I must obey the impulse to thank you sincerely for refuting the statement that we Canadian soldiers will carry back with us a poor impression of England. I remained in training there long enough to love her as I love my own dear Canada, and to feel proud of the Empire's England. I felt a thrill as I trod the ground on which our history had its birth; I enjoyed an English hospitality unmatched in my experience; I breathed there an atmosphere charged with a noble spirit of self-sacrifice that has sealed my love and respect for, and pride in, England for ever." A fine message!

Hospital Visitors.

It was a military hospital in the countryside. Her ladyship and a friend perambulated through one ward, said the windows were dirty, walked into another, made no inquiry of any man, but left some papers a week old and one half-penny journal known as a "child's comic," saying that it would be something for the soldiers to look at. And so the visit, long promised, concluded; and there was not even a Woodbine left to remember her by. The men sit in corners and think—for if they look out of window it means three days' C.B.

A Glasgow Plebiscite.

On the representation of the big shops, the Town Clerk of Glasgow has been instructed by the Corporation to prepare a plebiscite of shopkeepers as to whether, on the expiry of the 8 o'clock closing order in April, all the shops shall be closed five nights of the week at 7 p.m. and 9 p.m. on Saturdays. In other words, the little shops with their tradesmen struggling along for a sparse living are to be forced to close at hours chosen by the big shops. The working classes cannot shop before 7 p.m., and the result will be that they will not be able to buy a loaf of bread, a penn'orth of cheese, or even a box of matches after that hour if the big shops have their way. We hope they won't get it.

Unploughed Land.

The demand for more land under the plough is becoming stronger every day; if it has not been answered earlier, the fault does not always lie with the farmer. Consider this clause in an agreement between a landowner and a farmer for the holding of a five-acre field:—"That he, the Tenant, will not plough, break up, nor convert into tillage any of the lands named in the first schedule hereof, and if he should do so, will pay additional rent of £10 per acre per annum." This would bring the annual rental of that five-acre field to £70—a prohibitive figure. There is no remedy for a position that bristles with technical difficulties except a move by the State. But a short Act of Parliament would put things right.

Lemonade for Scotsmen.

Who says a Scotsman cannot joke? The Redding Co-operative Society cracks a neat jest in its advertisement in a Falkirk newspaper:—"We lead with Meatless Days; Because our Butcher's Vanman was taken to do work of National Importance on a Local Lemonade Lorry. Come or go to the Army was the finding of the local Tribunal and officials, and he is there." We believe the facts are just as stated, for we are told that the vanman, after being refused exemption, was agreeably surprised to get a letter saying he was to be put to work of national importance. Scotland is a thirsty country, because it is a bit damp and misty in parts, but we had not previously realised the vital importance of lemonade to the wattles of a gasping Scotsman.

A Hard Case.

In November, 1915, a Norwegian steamer, *Sigrun I.*, was in dire distress off the Elbow Buoy. There was a heavy sea running, and she was in peril of capsizing, but, though the work of salvage was very hazardous, British seamen went to her assistance, as British seamen always will. Three boats took her in tow and succeeded in getting her to safety at Ramsgate. The claim for salvage went to Court, and £2,000 was awarded, to be divided among the three crews. Two of the boats have gone down in the war, but the gallant men who manned them left widows and families. Now we hear that to the sailors of the one remaining ship, as also to those widows and children, not one penny has yet been paid. A delay entailing such avoidable suffering is deplorable.

A £250 Prize is worth having at Christmas. Try "Bullets."

Belgian Glass.

Astonishing news comes from Cannon Street. A firm of agents and importers carrying on business there is circularising its customers offering supplies of Belgian window glass, and stating that "the difficulties which have hitherto prevented the glass from leaving Belgium have been overcome." That seems to mean that the Germans are now kindly allowing the glass to be exported from the country they occupy!

After an Englishman's Job.

When a dental firm lost its operator—a married man with a family who was called to the Colours, they advertised for somebody to fill his place, and were startled to receive an application from a man who stated, plainly if not proudly, "I am a Hungarian by nationality." He gave his name as F. Tagger, his address at North Kensington, and enclosed a photograph of himself, a sturdy-looking man, obviously of military age. It might be interesting to learn how far, if at all, that regulation of a five miles' limit of travel applies to this "Hungarian by nationality," who was evidently prepared to start off at once to a provincial City which happens to be peculiarly identified with munitions.

The Casca Case.

Having told the story of a Workhouse Master who bought, at firewood price, ammunition cases nearly as good as new, we are able to give a continuation. "We have," writes a Blackfriars firm, "a large quantity of good sound wooden cases being returned from the Front, and only used once. These cases are made to Government requirements, ¾ in. sides, 1 in. ends with battens. 28 in. by 17 in. by 8 in. at 6d. each; small cases 13½ in. by 13½ in. by 5 in. at 3d. each." If these people can sell at those prices, they must have paid the Government considerably less for "good sound cases, only used once." Is there nobody in authority with sense enough to see that such things are used more than once, when they are good and sound?

A Silly Scribe.

A writer in the *Sydney Morning Herald* needs another job. An Australian soldier, says the scribe, will not wear a British tunic; if he needs a new one, he is allowed 15s., and pays "the extra £2" himself. They "scorn" our soldiers' coats, because "they have all been made the one size . . . and have an absolutely ridiculous look. . . . Our men are so much bigger than the ordinary Tommies." This remarkable observer was "amused, but touched," by two Tommies who gazed enviously at a grandly-garbed Cornstalk, and he makes one say, "Thinks 'eself in 'is new suit, don't 'e?" That alone stamps the story as untrue; no Briton ever said, "Thinks 'eself" since Britain existed. "Fancies 'eself!"—yes; the other, never. But is it not unworthy to make these comparisons at all?

A Motor for a Mayor.

Salford is not fashionable; somebody once libelled it as "a squalid suburb of Manchester." So the Council decided to buy a motor-car for the Mayor, and appointed a Committee to do the needful. Probably motor-cars cannot be bought in Salford or Manchester; that must have been why the Committee had a run up to London. It was a lucky idea, for the car they came across in London was the thrice-blessed one that took Prince George of Battenberg to the Chapel Royal to marry a Grand Duke's daughter. Just the very thing for the Mayor of Salford!—and the price was so moderate—only £1,170. Dirt cheap, wasn't it? And no doubt Salford ratepayers will feel the honour—and the cost.

Finish-Off Tino!

With a sardonic sarcasm to which the Under-Secretary for Foreign Affairs was not equal, Mr. Lynch, M.P., punctuated Lord Robert Cecil's declaration that "the Allies are considering immediate measures to secure a radical solution of the situation" in Greece with the inquiry, "Can the noble Lord give the House an assurance that whatever happens the Greek dynasty will be preserved?" The only Greek dynasty which ought to be possible in Greece after Ineomstantein's perfidy is that of Venizelos.

A Tale of a Gun.

It was six o'clock one recent morning, and the good ship was off Mustnotsay, when a Hun submarine sent a shot across her starboard bow. Her Captain, a stout young Scotsman, ordered his two gunners to fire their 3-pounder, a small gun taken aboard at Gibraltar. Thirty-one shots were fired, and the submarine dropped astern, so allowing her guns, of longer range, to shell the British barque at leisure. At 7.5 a patrol-trawler appeared, and opened fire at about 2½ miles' range. At 7.45 the Hun submerged, because five British destroyers were coming along hand over fist. That is all the story—just a plain seaman's yarn of the plucky little things that are done daily by our merchant sailors.

Where are the Extra Pensions?

Where are the extra Old Age Pensions? Are they lost, stolen or strayed? As far as we can make out, nobody has seen 'em about. "Perhaps you are aware the Old Age Pensioners have not had anything extra; I have made many inquiries," says a Stoke Newington reader. "My mother filled up a printed form according to instructions and sent it seven weeks ago to the Pensions Officer, but no reply. I know another old lady who has been waiting six weeks." On the other hand, it is only fair to say that we hear of a case at Dover where the local authority has already offered to increase the pension of one old man by as much as sixpence. He is still sitting in the seat of the scornful.

Ex-Mayor and Volunteers.

An ex-Mayor of Lostwithiel, Mr. James Venning, is in hot water with his fellow-townsmen, and seems to deserve the scalding he gets. He is, we understand, about 35 years old, and was granted six months' exemption on condition that he joined the V.T.C. That appears to have upset his apple-cart, for he took occasion to speak about "insulting the office of Mayor," and to charge the Tribunal with "exceeding their duty." According to a member of that body, the delectable Mr. Venning also passed insulting remarks about men who had gone to fight, and boasted that he was staying at home and making a fortune. To judge from the press report, the gentleman seems no credit to the town or to his country, which he scorns to assist.

The Lady Gardener.

Parents are often advised to train their daughters in gardening and similar pursuits. But the expert, competent girl graduate does not seem to command a large salary, and parents must think twice before condemning a daughter to apply for such a situation as this:—"A Lady Groom Gardener, milk cow, wanted; lodge, milk, firing, and 10s. a week; to teach pupils." Imagine a refined lady installed in that situation. "Firing" probably does not mean coal; it generally means permission to pick up sticks; the "lodge" may be any sort of unfurnished cot or outhouse, while the work of gardening, milking, grooming, and cleaning the stables is enough for any one pair of lady's hands. Yet, for that same salary of 10s., with no food beyond milk, the poor girl will also have to "teach pupils." The job is worth the money.

"Everywoman's" is the *best* of all. Tuesdays, one penny.

To- Young at 26.

Henceforth, it seems, unskilled workers in munitions factories are to be too young at 26 to remain there, and they will have to come out and shoulder arms. It always takes the authorities a long time to notice anything, but at last there is hope of the Army being strengthened.

Grat'tude.

There is at least one grateful citizen in the Potteries. "The commander of the Zepp which paid us a recent visit," he says, "was a most humane man. He dropped from thirty to forty bombs, but did little damage, and no lives were lost. Will you plead that a little mercy may be extended to him in the place where he has gone to?" Sorry—but where *has* he "gone to"?

Grace before Meat.

"Some hae meat and canna eat, And some wad eat that want it; But we hae meat an' we can eat, Sae let the Lord be thankit." Burns's Grace will be shifted from the poor man's to the rich man's table if things go on as they are, or get worse. Already the Government have in hand an Order prohibiting "both in public eating and private houses the consumption on certain days of poultry, game, and meat." The theory is that *we* are blockading Germhuny!

A New Employment.

An announcement in the *West London Observer* suggests that the advertiser has aspired to a new employment. Here is his "situation wanted": "A Gentleman requires employment a few hours daily, to take charge of baby; mornings preferred. Address by letter——." The main question for patriotic mothers will probably be whether he is over military age and strong enough to push a pram. There is no more pathetic sight in the world than a man trying to carry through crowded streets a baby right way up.

The Farmers' View.

The vexed question whether farmers should fight or farm is not helped towards settlement by Tribunals that give them a few months' exemption. A short period like that is quite useless, because it gives the farmer no opportunity to cultivate his land. He, in fact, does not do so, knowing that, if he were to spend money in material and labour and then be suddenly called up, he would have to sacrifice everything—land, plant, and money laid out included. The inevitable result of a mistaken policy is that many farmers are living in a state of uncertainty, leaving as much as three-quarters of their land uncultivated. The contention of the agriculturist is that nothing short of twelve months' exemption is of any value to him.

Verb. Sap.

Phrases and attitudes which should be absent from the new Cabinet Councils: "Mum's the Word"; "Coddem's the Game"; "Better Late than Clever"; "Keep it Dark"; "Always Put Off To-day what you Never do To-morrow."

Hospitality.

Information reaches us that on a recent afternoon the crew, 38, of a captured German war vessel arrived at a certain British port, where they were each given a tea basket, previously ordered by wire, "much to the indignation of those who had to carry out the order." But why be indignant? One of these days the Kaiser will award this country the Iron Cross for its kindness to poor unfortunate Germhuns.

Christmas Eggs.

At the time of writing we have not heard who is to be the Director of the Diet, but it is long odds that Mr. E. C. Christmas, of Forest Hill, S.E., will not be. He inquires of the *Evening News* whether there is "any food value in sawdust from green wood." He says he mixed a proportion with the boiled house pieces, and found the fowls cleared the lot. "If there is food value, it would be a great saving in cost." No doubt; but what does he want his fowls to lay—eggs or broom-handles?

Church Bells *v.* Tattoo.

Here is another funny one: "Dear Sir,—I read of a parson being fined for allowing his church bells to ring after dark. Every evening at Wellington Barracks, between 9.30 and 10, the drums and fifes of a regiment stationed there play a tattoo. Are bands less attraction for enemy aircraft than bells?" Frankly, we should think not; but peradventure the parson was not summoned by the military for attracting Zepps, but by the Nuisance Inspector for making an unnecessary noise.

A Story from Cairo.

Two English officers were sitting in a small café in Cairo the other evening discussing loudly in French. One of two Australians, at an adjoining table, determined not to be "outswanked," thereupon loudly remarked to his companion, "*Wagga Wagga, Walgett.*" "*Woolongabba,*" replied his comrade. "*Bondi Coogee Maroubra!*" responded the other with great emphasis. "Excuse me," interrupted one of the Englishmen, "but what language is that you are speaking?" "Oh, we learnt English before we came away, but we prefer our own language, Australian, amongst ourselves!" Result: Collapse of officers.

PRINTER'S PIE.

(Half-a-crown is paid to the sender of every item published under this heading. Envelopes must be marked "Pie.")

"BRIGHTON HERALD":—
"Much of the remainder of the address might be described as a paraphrase of Wordsworth's 'Ode on the Intimations of IMMORALITY,' expressed in Inayat Khan's own idiom."

"LIVERPOOL EVENING EXPRESS":—
"The Zepp appeared to REMAIN STATIONARY in the sky for about three minutes, although BURNING FURIOUSLY, which gave the onlookers the impression that the machine had DROPPED INTO THE SEA so violently as to EXTINGUISH THE CONFLAGRATION."

"DAILY MALTA CHRONICLE":—
"Three enemy TRENCHES were destroyed in the course of numerous AIRFIGHTS, a fourth was FORCED DOWN ON OUR LINES, and many others were DRIVEN DOWN DAMAGED; one of ours is missing."

"NEWCASTLE EVENING CHRONICLE" (advertisement):—
"Housekeeper, refined, wishes Post to respectable or business gentleman."

"EVENING NEWS":—
"Born in San Francisco in 1876, —— —— had a HARD ROE TO HOE from the very first."

"SOUTHEND STANDARD" (advertisement):—
"Lady, HUSBAND CALLED UP, would like to hear of ANOTHER to share her house; ONE CHILD NOT OBJECTED TO."

"CHRISTIAN NOVELS":—
"'If Miss Brierly is here we want her to sing to us. Will you?' and a young boyish VOICE LOOKED THROUGH THE OPEN DOOR."

"EVENING TELEGRAPH AND POST" (Dundee):—
"The accused was further charged with having maliciously destroyed 100 flower pots CONTAINING 4 METAL FLOWER VASES, 3 GARDEN SEATS, 11 PANES OF GLASS, AND A NUMBER OF OTHER ARTICLES."

"NORTHERN DAILY TELEGRAPH" (advertisement):—
"Boot Trade.—Wanted, intelligent and TRANSPARENT Boy and Girl."

Candid Communications.

This page is devoted to Open Letters to Celebrities, Notorieties and, occasionally, Nonentities.

To the Right Hon. D. Lloyd George, M.P., Prime Minister.

DEAR LLEMIER,—On personal grounds it is a pleasure to address you as the First Minister of the Crown, but my aim is not merely to swell the chorus of congratulation with which your high promotion has been greeted. My purpose is rather to assure you that you will find in me a warm supporter—if at times an outspoken critic; but at the outset I promise you that, subject to the paramount claims of public duty, no word of mine shall add to the difficulty of your task. Whatever obstacles you may yet encounter, you start with a full measure of popular goodwill. On, then, to victory! JOHN BULL.

To M. Aristide Briand, Prime Minister of France.

DEAR M. BRIAND,—Amid our own political pre-occupations, we have not failed to notice that after a Secret Session of the French Chamber of Deputies a Vote of Confidence in your Ministry has been carried by a large majority. In this country the event will be regarded—and I think rightly—as a personal tribute to your leadership; and your continuance in office, with the renewed support of the French nation, will be viewed with entire satisfaction. To the people of France you are the embodiment of that spirit of fierce determination which in our own land has found striking expression. Together we march to victory. JOHN BULL.

To General Joffre, Generalissimo of the French Army.

MON CHER GENERAL,—If it be true that, after the strain of more than two years of war, you are seeking relief from the supreme command of the Western forces, no one can be surprised. You have done wonders, you have worked like a giant, and we in England, who have watched your splendid courage in hours of adversity and your fine restraint in success, greet you as the great soldier history will hold you to be. Whatever honours your grateful country confers upon you will be splendidly deserved, and the British people will join in acclaiming your military prowess and your personal worth. JOHN BULL.

To Sir William Robertson, Chief of the Imperial General Staff.

DEAR SIR WILLIAM,—In the intervals of your military duty you are establishing quite a reputation as an orator, and the quality of your utterances is certainly of the best. Just lately you have been begging us to keep cheerful—your recipe for "a happy face" being "a clear conscience," and the sense that "we have done our duty"—and I am immensely relieved to find that, despite an occasional note of warning, you are still disposed to practise what you preach. As long as you can find time for talking, let this blithe note prevail. JOHN BULL.

To the Right Hon. A. Bonar Law, M.P.

DEAR MR. LAW,—A word to you—a word of appreciation of the manner in which, at this moment of crisis, you have laid aside all personal ambitions in loyal acceptance of the nation's choice. It may not have been possible for you to form a Government, but you might easily have stood aside, adopting a "dog-in-the-manger" attitude, withholding your support and placing obstacles in the path of the national will. That for you such tactics were unthinkable is to the credit of your patriotism, and to your lasting personal honour. We shall not forget. JOHN BULL.

To H. W. W. Wilberforce, Esq., Magistrate, Old Street Police Court, E.C.

SIR,—I am glad to see you setting your face against the suicidal notion that children are an "encumbrance," and even a nuisance to which landlords have a right to object. In declining to grant an ejectment summons against a tenant on account of the size and vigour of his family, you spoke with sound regard to public policy. "Children," you said, "will prove a valuable asset to the country in the near future, and should therefore be encouraged." This is the sane and wholesome view, and your decision should serve as a warning to landlords who may be disposed to exalt their fancied interests above the welfare of the State.

JOHN BULL.

To the Right Hon. Lord Haldane of Cloan.

MY LORD,—It is with more than usual satisfaction that I write you, for nothing is more certain than that your influence, unseen, but dangerous because so subtle, has been removed from the Ministry. So long as Lord Grey was at the Foreign Office, the nation could never be certain that your finger was not dipping into the pie of public affairs and your enervating influence affecting the destinies of the nation. It is said that you and Lord Grey keep house together. Whether it be true that you actually share with him the breakfast roll of war bread, I know not. But this I do know—that you share his thoughts and have too often guided his decisions. Thank God, we shall have no more Haldane so long as Lloyd George is in power! JOHN BULL.

To A. G. Gardiner, Esq., Editor "Daily News."

MY DEAR "A. G. G.,"—You have been so long crying out against Mr. Lloyd George and scenting plots in the House of Commons Lobby every other week, that you may be forgiven for believing the fall of the Government was due to some deeply-laid scheme in which the Press has played a part. Will you never understand that the men who have criticised your sacrosanct friends of the late Ministry were animated by patriotic motives and by a sense of deep loyalty to the Allies by whose side we are fighting? For one who advised us to keep out of the war, and so be in a position to steal the trade of the belligerent nations, the burning national desire to make every possible sacrifice to win this war may not be easy of realisation. But that is the truth, my dear "A. G. G."—and the sooner you realise it the better for your own reputation. JOHN BULL.

To C. P. Trevelyan, Esq., M.P. for the Elland Division of Yorks.

SIR,—Once more I notice you are screaming for peace—this time by way of an "Open Letter" to President Wilson, through an American Dollar and Jellyfish Society known as the Neutral Conference Committee, inviting that pathetic worm to intervene between the belligerents. It has always been one of the mysteries of public life to me why men of your stamp should be allowed to sit for British constituencies and take £400 a year of public money while carrying on an anti-British propaganda which can have no other end than the beneficial service of the country's enemies. Unless there are no ideals in the world worth fighting for, there is a time for peace and a time for war; and if Britain wants her ideals established, she must be prepared to fight for them to the last minute and the last man, or go under. I tell you, and all the rest in your camp, that you may as well save your breath to cool your porridge. President Wilson's intervention would not be an acceptable service, but an intolerable presumption. JOHN BULL.

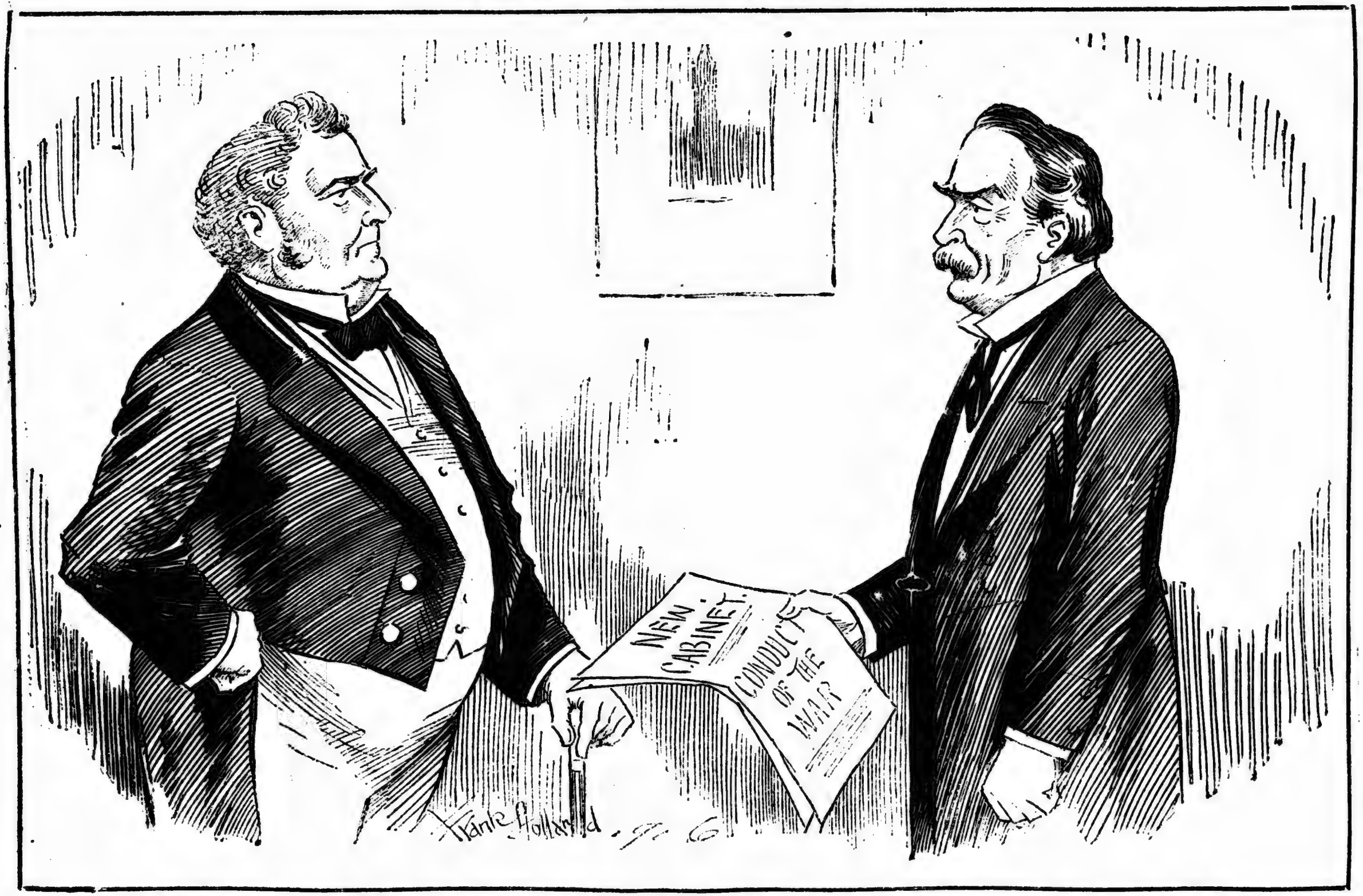
To Raffles Bulley, Esq., J.P., Wallasey, Cheshire.

SIR,—A few words with you about a soldier's wife, Mrs. Trigg, of Poulton, before you and fellow-magistrates the other day in respect of an ejectment order. Her husband joined in 1915, but by some means he was booked as having enlisted the year previous, and the woman received overpayments which the authorities are deducting at the rate of 4s. a week. With six children to maintain on a reduced allowance she was in arrears with rent, and the application was for ejection from her home. Now all the facts in the case merited sympathy, but that incurable habit of bullying and insult which afflicts so many officials, magistrates, and moralists when they are concerned with the wives of absent soldiers seems to have overtaken you. Thus it is that the Clerk of the Court interposed during the hearing with the question. "Does she drink?" while, when the woman said she would pay 5s. a week, but could pay no more, you retorted, "You will have to go into the workhouse if you cannot pay." The woman was admittedly respectable, sir. If anybody asked the Clerk's wife in days of misfortune whether *she* drank, I have no doubt he would be shocked; if anybody suggested to yours, in the circumstances of Mrs. Trigg, that if she could not pay she would have to go to the "House," I am confident that you would feel outraged.

JOHN BULL.

JOHN TO GEORGE.

JOHN TO GEORGE.



JOHN BULL: "This is your great chance. If *you* don't succeed, I shall take matters into my own hands."

DECEMBER 16TH, 1916.

SAVE A SECOND GALLIPOLI.

CRUSH TINO OR BE KICKED OUT OF THE NEAR EAST.

By E. ASHMEAD-BARTLETT.

There is a tendency to believe, bred from so many disappointments in the past, that everything will be put right now that Mr. Lloyd George has formed his new Ministry, and that the war will immediately take a turn in our favour. It is time that we faced the facts. Things may be speeded up at home, but Lord Grey of Falladon has left the seal of his ignorance, incompetency, ineptitude, and mock-humanitarianism too deeply marked in the Near East for any change of Ministry to work miracles at this stage of the war. There used to be a good old English system of impeachment for incompetent and corrupt ministers. If there is one man in history who should stand before an impartial tribunal and face his trial for life, it is Lord Grey. A poor wretch who steals or forges a pound note gets five years. A so-called statesman, who has practically brought the British Empire to the verge of ruin by his stupidity, prejudice against sound advice, and utter failure to appreciate the true significance of the war, is allowed to go scot-free and to retire to his Northern estates, and there fish for little trout—having failed to get a bite in the Balkans—whilst thousands of his countrymen must perish in the endeavour to save the country from the terrible effect of the blunders he and his satellites have committed.

The Only Alternative.

The first crisis Mr. Lloyd George's administration will have to face is the situation in the Near East. Nothing could well be more serious. Either we have got to retire on Salonika or else to send huge reinforcements to Sarrail's army. As long as that army was holding the heights round Salonika it was quite safe and had nothing to fear from the attacks of any force the Huns and their Balkan allies could send against it. Rugged Macedonia offers the greatest facilities for defence, and, *vice versa*, it is extremely difficult for an offensive. But now the situation has been completely changed by Constantine's open opposition, backed by the mass of the Greek people and the Greek army. Sarrail's army is spread over two hundred miles of mountainous country, from Seres to Monastir, with only two single-track railways behind him, and with only two roads made practical for motor transport. That army is now threatened by a counter offensive from the north and by the attacks of the Greeks from the rear. Already the Bulgarians have regained some of the lost ground. Unless reinforcements are sent forthwith, without a moment's delay, to Sarrail, the Serbian Army and the French troops who captured Monastir will be obliged to retire along the path of glory they have just traversed and fall back on their fortified positions around Salonika. If the left wing of Sarrail's army is thus forced to retire, a road is left open for the Greeks in Thessaly to join hands with Ferdinand's armies coming from Monastir. Very speedily the whole of Greece would be overrun, and the port of Volo, together with Athens and the Piræus, would fall into the enemy's hands. This would be the final and crowning disaster of the war, for the numerous inlets and bays of the Greek coast offer innumerable bases for submarine attack, and our armies round Salonika would be isolated by sea. There is only one policy left open to us if we are going to save the remnant of our prestige in the Near East and fulfil in some measure our obligations towards our Allies. We cannot withdraw. That would be a fatal confession of weakness, and we would be saying good-bye to the Near East and to the Eastern Mediterranean and our highway to India for ever. We must declare war on Constantine without delay. He and his followers have committed an act of war by killing our soldiers and sailors in Athens. What is our reply? We declare a belated blockade of the Greek coast until Constantine makes "adequate reparation." Could there be a more miserable exhibition of weakness and ineptitude after a year's delays and dawdlings? How can anyone make "adequate reparation" for cold-blooded murder? Constantine will continue to fool us and gain time until he receives his final instructions from Ferdinand and Mackensen. When he knows they are ready to strike, he will openly declare war on the Allies and hurl every available soldier and Bashi Bazouk against the flank and rear of Sarrail's army.

Declare War on Constantine.

Our only policy is to declare war on Constantine and his pro-German followers at once and seize every vital strategical point in that country before Mackensen and his victorious legions can come south. We must first and foremost occupy Volo, march on Larissa, and seize the only railway that connects Athens and Southern Greece with the capital of Thessaly. We could thus cut off all communication between the Greek army and the armies of the Central Powers in the north. If he is reinforced and if his lines of communication are not threatened from the rear, Sarrail should be able to resist the pressure that can be brought against him by the Bulgarian armies round Monastir, as the country offers excellent facilities for defence. The occupation of Volo and Larissa is, however, only a first step. If we are going to save something from the general wreck of our fortunes in the Near East we must overrun and occupy the whole of Greece and proclaim Martial Law. To accomplish this we must at once despatch every available division we can spare. We have before us a definite objective of vital strategical and political importance, and we are not up against triple lines of trenches and barbed wire. Athens and the Piræus must be seized without a moment's delay. The Greek armies must be disarmed and dispersed, and whether we like the principle involved or not, we must hold the country in a grip of iron until the end of the war.

Victory or a Second Gallipoli.

The task is not beyond our powers, for the Greek army is neither formidable in numbers nor in fighting capacity. With adequate forces we can disarm them without difficulty. Their army lacks heavy artillery and even munitions for the field guns, as these were sent to Serbia in the early days of 1915. We have a perfect right to act as I suggest, for Constantine has virtually declared war by murdering our soldiers and sailors and by providing submarine bases. There is a strong party in the State—the Venizelists—who favour our cause. We must hold the country in trust for a Venizelist Government until order is restored. We must dethrone Constantine and drive his German wife and relatives out of the country. There must be an end to all this false sentimentality shown by Grey of Falladon about upsetting a monarchy. This feeling has already clogged our operations and cost us thousands of gallant and valuable lives. But we must do still more. We must immediately seize every Greek ship on the High Seas and utilise them for our own purposes until the end of the war. This will materially help to make good our present shortage in tonnage. If we use our chance aright, the action of Tino is a blessing in disguise. If we do not, we shall get kicked out of the Near East. What is it to be, victory or a second Gallipoli?

AN ALARMING SUGGESTION.

WHERE ARE GERMANY'S NAVAL SPIES?

It is all very well for the Admiralty to assure us that the recent German Destroyer raids have been of "no real importance," and that such dashing attacks are to be expected as long as the enemy are prepared to run the risk. In general, the public are inclined to draw the inference that there is precious little risk involved, and that by some means or other the German naval authorities are promptly and regularly apprised of our defensive arrangements. In this connection a good deal of interest attaches to information lately supplied to us by a correspondent versed in naval affairs and well qualified to estimate the possibilites of the situation. In the first place, our attention is called to the fact that passengers from America, South Africa, and other distant countries are no longer permitted to land at Plymouth or Southampton, but are taken on to London, making the Channel voyage usually in broad daylight and at a moderate speed, with excellent opportunities of observation. Many of the passengers are aliens—some of them, no doubt, of enemy origin—and we confess to some uneasiness at our correspondent's statement that he has more than once "seen men, obviously seafaring men, with sextants and other instruments in their hands, taking careful note of the shipping and the passage of the liners up the Channel." Not long ago we were speaking of the peril involved in the employment of alien pilots for British vessels, but if the foregoing facts are to be credited, there would appear to be a further source of danger at work, more insidious and of wider dimensions, with which the Admiralty have failed to reckon. It will, too, be remembered that we referred some time ago to the granting of certificates to alien pilots by Trinity House. The "tickets" are, of course, putting our potential enemies in the way of sending most valuable news to the Germans concerning the movements of ships, the cargoes they carry, the courses they take, and approximately their destination at a given hour. Among the chief offenders are the authorities at Newcastle. The other day one of our readers was amazed to find, at a certain place where our submarines congregate, two of our new craft in dock with a Swedish steamer made fast alongside them! In the Tyne and other rivers where there is shipbuilding activity, and where there are many things the Huns would like to poke their ugly noses into by proxy, foreign vessels move up and down freely, and it is but safe to assume that the eyes and ears of the officers and crew are not closed any of the time. It is folly to trust blindly any neutral, whether he be "friendly" or not. Every man has his price; also many a woman. Another peril arises from the fact that ships moving up and down the coast are compelled to anchor for the night. It is common for them to send men ashore, and they pass our barbed wire barricades and our sentries without being challenged. A short time ago some of the crew of a foreign vessel thus landed. Half-a-dozen of them not only marched up to the neighbouring town without being questioned, but actually reached the Post Office before an alert official discovered them. On the evening of the same day two of our own officials who were in *mufti* were arrested as suspected persons! What is everybody's business is proverbially nobody's business. There is laxity, particularly on the East Coast, and this doubtless contributes to some of the disasters from which we suffer at sea. The Home Office is now more on the alert, but the military seem to be the only Government officials who have a real desire to put matters on a proper footing. It is "up to" the Admiralty to make a strong move; they cannot plead ignorance of the matter. Recently some Swedish sailors were held up and searched—when in their possession was found a number of English sovereigns of the early Victorian era. Many thousands of the coins were included in the indemnity paid by France to Germany, which was, until August 1914, stored as a war chest in Spandau! Such facts as these give the ordinary citizen "furiously to think," but do not appear to have much effect on the official mind.

JOHN BULL OVERSEAS.

SOUTH AFRICAN UNREST—DISLOYAL MINISTER OF JUSTICE.

Under the malign auspices of the South African Nationalist Party, a rampant campaign of disloyalty has been set on foot. At Piet Retief a speech was recently delivered by a Mrs. Barney Steenkamp, a member of the Women's Nationalist Party, and it is reported that at the outset of the meeting Mrs. Steenkamp "ordered" the removal of the Union Jack from the Hall, this insulting request being meekly complied with by the Town Clerk. For this weak concession to the spirit of sedition the authorities have no better excuse than that "the removal of the Flag probably saved it from greater insult." Meanwhile patriotic South Africans are seething with indignation over a remark attributed to Mr. C. A. Van Niekerk, a Dutch member of the Legislative Assembly, to the effect that if a contingent of African natives were sent to England on war-work "the race might be improved by the infusion of Kaffir blood." Neither this foul speech nor the traitorous and insulting behaviour of Mrs. Barney Steenkamp has yet roused the Botha Government to the vigorous action needed if disaster is to be held at bay. Another speech which might well have disgraced the proceedings of the Union of Democratic Control or of the No-Conscription Fellowship was lately delivered at Brisbane, Queensland, by Mr. J. Fihelly, who, as Minister of Justice in an Australian colony, owes a special allegiance to the British Crown. Ostensibly, Mr. Fihelly's address related to the Irish question, but its main purpose seems to have been to blacken the character of the English race, and to heap contempt upon British sacrifices in the cause of European freedom. "England," declared the speaker, "was the home of cant, humbug and hypocrisy," and if the Germans had committed atrocities, England was as bad, for she "had murdered people whose compatriots were fighting for her by the hundred thousand." After this splenetic outburst, Mr. Fihelly will hardly be expected to retain his rank and emoluments as a Minister of the Crown.

SINGLE MEN EXEMPTED.

A SCANDALOUS INJUSTICE TO THE MARRIED.

Glaring instances of bad judgments by a Tribunal are reported from Selby. Proceedings there the other day commenced with an observation by Lieutenant Alexander, the Military Representative, that "the decisions in the cases of several young men were a —— scandal. They were claimed as indispensable, when every day they were sending married men with 4 or 5 children." That allegation was quite direct and unchallengeable, but the Tribunal, unmoved by it, went gaily on to emphasise the "dashed" scandal. Mr. Scott, the Chairman, left the chair; not in protest; oh, no! What he wanted, what he appealed for, was the exemption of two of his own employees, single men both; an invoice clerk, 25, and a hoistman, 21—Class A in each instance. Lieutenant Alexander pointed out that an accountant had been offered as substitute for the clerk, but Mr. Scott blandly retorted that he was "no use; a man would have to be trained." Asked why he had not trained his own grandson, in a bank at York, he wanted to know if the military were to dictate whom he employed. The reply was that young men are needed, and then Mr. Scott "thought there would be a greater demand yet." His mind was not logical enough to perceive that such need must be met now; all he knew was that he wanted his two young men under his own eye, and his brethren on the Tribunal kindly obliged with exemption for them till March 1. The Chairman having triumphed, another member of the Tribunal, a draper, took the floor. He has about 30 assistants, men and girls, but he wanted his son, single, 26, passed Class A, to stay at home and help Pa as buyer. The draper did his own buying once, and the Military Representative asked him could he not, honestly, do it again? "I could not," said the applicant; "a draper ought to be pole-axed when he gets 50." But he, over 50, is not pole-axed yet, and he was permitted to molly-coddle his boy until February 1. These cases, from Selby, stand out among very many others as examples of what happens only too often.

SOLDIERS' STARVING WIVES.

A SORRY SCANDAL FOR WHICH RED TAPE IS RESPONSIBLE.—WHAT ABOUT THE PRINCE'S FUND?

By Charles Palmer.

No patriotic man desires to do anything which will embarrass the new Government, and there are some things for which Mr. Lloyd George and his colleagues may well ask for a little time before they can be expected to act. But there are some things that brook no delay, and one of them is the necessity of driving the stark figure of starvation from the home of the soldier's wife. This is no figure of speech. I wish it were. It is a grim, scandalous fact that the wives and children of soldiers are to-day crying for bread. If the State has a right to call on its manhood to fight, then it is the duty of the State to look after those left behind.

Breaking Faith with Them.

When married men applied to the tribunals for exemption on the ground of financial hardship, they were told that the Civil Liabilities Commissioners would assist them to meet their obligations. But faith has not been kept—the pledge given in my name and your name has been broken, and to-day the cry of the distressed wife and the hungry children rises in judgment against the authorities. Listen to the story told before the Yeovil Borough Tribunal by the local officer of the N.S.P.C.C., and then ask yourselves whether it is not a crying shame that families should be starving while the gallant men, the breadwinners in happy times, are fighting our battles against the foe. This inspector, a Mr. Mugford, tells us of a house he visited, only to find the wife with a baby in her arms, without food, fire, or light. "There was not a crust of bread, or a penny to put in the gas-slot." That was on a Friday, and the unhappy woman had no means of obtaining any assistance until she drew her separation allowance on the following Monday. And then, out of the 17s. 6d., she had to meet liabilities amounting to 11s. 9d. Here is another case—of a soldier's wife also receiving 17s. 6d., out of which she had to pay 9s. 8d. in house rent, etc., and she was found soaking a hard crust of bread in a cup of tea with which to feed her crying child. "For God's sake, look after my wife and children," writes a sailor in the North Sea. His wife receives 18s. a week for herself and two children, and had to find 7s. 6d. for house rent until the landlord reduced it to 4s. because of the woman's privations.

The Prince of Wales' Fund.

It is a shame and a scandal that any woman, any child, any dependent of a fighting man, should be suffering. We read nowadays a great deal about reducing the courses at our fashionable restaurants to three, and there is a regular battle over the question of whether soup and *hors d'œuvre* should count as one course. In pity's name, let us be done with all this kind of nonsense, and think of the starving women left behind by our fighting men. There are thousands of gallant fellows who sacrificed comfortable homes. It is the families of the attested men—the men who did not wait to be fetched—who are suffering all this privation until, forsooth, the money under the Civil Liabilities scheme becomes due. I should like to know what the Prince of Wales' Fund is doing. The millions it holds were subscribed by a generous public to alleviate civil distress caused by the war. Isn't it time the money was used to meet such cases as the Yeovil inspector has made public? It is no exaggeration to say that the hunger and privation which red tape causes is an outrage on our humanity and a crime against our soldiers. There is plenty of good feeling in the country; hearts are soft and pockets are generous. But these women and their children should not be insulted by charity. In the name of the nation, as their men have been taken from them it is the nation's duty to see that they want for nothing!

HANDS OFF THE DOGS!

By Theodore Dahle.

Not the least of the many remarkable incapacities of the late Ministry was the talent of its individual members for fussing about things which do not, for practical purposes, matter a ha'porth of cold gin. The most alluring sight of the fair before the lights went out was that of Mr. Runciman dealing with the food problem by threatening the dogs. It was the last and funniest performance of the whole fair-ground. Now, I am not about to contend that there are not too many dogs in this country; I should no more think of doing that than of contending that there are not too many politicians or black beetles or peacemongers. And when Mr. Runciman officially announced that the usefulness of dogs varies greatly I was bound to agree with him, for I know that the usefulness of Mr. Runciman and the Board of Trade varies also. No doubt it is true that dogs consume food, but so does Mr. Runciman, and on the whole, speaking for myself and many other thousands of British citizens, I would rather feed good dogs than useless politicians.

The Tax and the Dog.

It may be that there are a large number of dogs who would be better dead than alive at the beginning of the year; but to be fair to the dogs, I must also say that this is also true of their owners. People who take in a dog in order that the children may pull its tail and dress it up in doll's clothes, and drag it all over the place for fun and then turn it into the streets to starve when it grows, because they have to pay the dog tax—well, those sort of people are not deserving of a dog; what they ought to cultivate as pets are cockroaches. But if the Board of Trade thinks he is going to get rid of this breed of human beings, or of this class of dog, by increasing the dog tax, he is very much mistaken. I do not believe the proper place for a dog is a woman's muff or a woman's sleeve, or at the end of a gilt-edged footman. I do not believe that any eight-ounce dog in the world can be happy or proud of being a dog. Whenever I see a woman kissing an eight-ounce dog in blue ribbons, instead of cuddling a bouncing baby in blue tie-ups, I wonder why she has got married or when she is going to. What I like to see is a man or a woman owning "some" dog, not a caricature and an abortion. I don't know what sort of dog had been prowling around the Board of Trade to make Mr. Runciman so anxious to suppress dogs in order to increase the food supplies, but I gather the problem he has been so assiduously considering is somewhat in this wise: "If one tremendous mastiff can easily consume the remains of the office boy's dinner, how many more years will it take to win the war if two million dogs yielding £741,902 per annum in taxation are fed on dog biscuits, table-leavings, and bits of Derby winner?"

Live Britain, Die Dog.

Taking Mr. Runciman's statement as it stands without further explanation, I assume that if Britain is to live the dogs must die; that is to say, in order to provoke dog owners to part with their four-footed companions, friends and protectors, the tax is to be made so high that the poor and lower middle-class people cannot afford to pay, and being humane will kill their dogs to save their pockets. In this way the Board will certainly save a certain quantity of freightage, and, on the other hand, he will undoubtedly increase the food supplies of the country by a certain quantity and quality of meat in the form of deceased dog. I have more respect for my dog than to allow any man to eat it, even if at long last we do meet in fairer realms than this. And upon my word I think we shall. Knowing myself and knowing him, he deserves to go to heaven a great deal more than I do. Where Mr. Runciman deserves to go to it is not in my power to disclose.

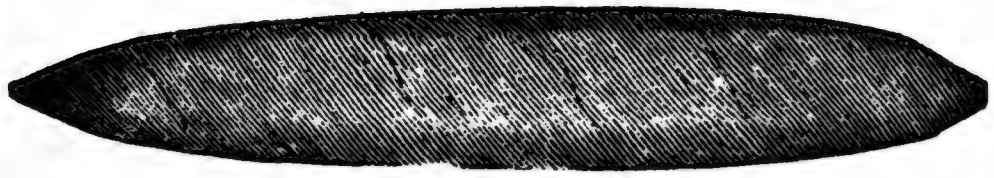
5/6 Box of 25.
11/- Box of 50.

CHATSWORTH.
Extra Mild only.

No. 77 Cigar.

Carr. Paid.
4/3 Box of 25
8/6 „ „ 50
12/- „ „ 100

In three strengths—"Extra Mild," "Mild," "Medium."



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11/6 Box of 25. 22/- Box of 50.
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No. 6 The Cigar ordered by His late Majesty King Edward VII.
In four strengths—"Extra Mild," "Mild," "Medium," "Full."

FUEBLA, Finest American.
5/- Box of 25 10/- Box of 50.
Three shades "Brown" "Dark Brown" "Dark."

LORD ELIBANK'S
Opinion of our Cigars.

I do not think there is a better cigar. I have been a user of Messrs. Adey's Cigars for years, and consider your Bristol Made Cigar unsurpassed. Yours faithfully
Elibank
Messrs. Adey & Co. London

All goods carr. paid. If not satisfied after smoking 5 cigars return remainder, and we will refund full cost.

ADEY & Co.,
78, New Bond Street, London, W.

They deserve the best— send them

Bovril

In spite of the increase in the cost of beef (the raw material of Bovril), the price of Bovril has not been increased since the outbreak of the War.

BRITISH TO THE BACKBONE.

BRITISH MADE IN RUGBY, ENGLAND

Mazda gives the Master Light

More Mazda lamps are in use to-day than any other make of lamp. All classes—from the highest to the lowest—use them. Mazda lamps are used in the Royal Palaces, they also brighten the poorest homes. They are used in the Houses of Parliament, the Law Courts, General Post Office, Royal Naval Colleges, by the War Office, Admiralty, and all other Government Departments.

MAZDA
DRAWN-WIRE
ELECTRIC LAMPS

have achieved their world-wide popularity because of unsurpassed qualities.

The British Thomson-Houston Co., Ltd., Mazda House, 77, Upper Thames Street, London, E.C.
WORKS, RUGBY.
BRANCHES IN ALL LARGE TOWNS

See "John Bull's" Advertisement Guarantee on page 29.

GREAT WINTER SALE
REAL WITNEY BLANKETS

Direct from Witney. Money Saving Offer.

VIEW and FEEL LOVELY PATTERNS FREE.

A WITNEY BLANKET MAKES A SPLENDID XMAS GIFT.

The time for Blankets has now come round again. How to get the best Blanket value is the important question which presents itself to housewives.

It is answered in a completely satisfactory manner to-day by The Witney Blanket Co., Ltd.

"DIRECT FROM WITNEY" VALUE.

This firm has become of world-wide fame for the surpassing value of its blankets, and have **New Winter Stocks** of blankets of superlative quality, thick, woolly and warm.

Made in Witney—the famous home of blankets for centuries—they are best Blanket value.

EVERYONE IS CHARMED WITH THE LOVELY PATTERNS.

They bring forth ejaculations of delight from all. They show the exact article in various grades and prices. The whole blanket warehouse is thus brought to your home, enabling you to view and feel samples of the genuine Real Witney Blankets at leisure.

"SEE BEFORE BUYING!"

are the watchwords of The Witney Blanket Co., Ltd., whose Blankets are a credit to British manufacture, and reveal in all its beauty and quality, the "Witney Art."

BLANKET BARGAINS DIRECT FROM WITNEY

The Witney Blanket Co.'s great stock of Real Witney Blankets is being sent to all parts of the world because people like to buy from this well-known "value-for-money" firm.

The Women used to sell butter here on market days.

SPECIAL QUOTATIONS TO HOSPITALS, &c.

The miniature blankets show the outstanding merits of the **real** Witney Blankets here offered. The patterns are of absorbing interest, give profit and pleasure—and show best value in blankets. Many testimonials constantly received, stating long-wearing quality. Get the finest warm, wool Blankets from Witney.

Buy Now at Pre-War Prices.

A WEALTH OF WARMTH FROM WITNEY.

Witney's Warmth is Nature's Warmth. Witney Blankets have all the natural warmth of the sheep's coat, and offer a Wonderland of Warmth for all.

FILL IN COUPON

For Miniature Patterns and Particulars of BLANKETS STRAIGHT FROM WITNEY:

Thousands of these splendid Blankets are ready to send off. A deeply fleecy mass of Blanket Comfort. **Witney Blankets are Protected by Law.**

It has been decreed by law that only Blankets made at Witney may be sold as "WITNEY BLANKETS." Therefore, you are fully protected if you buy direct from The Witney Blanket Co., Ltd., at Witney.

FREE HOME VIEWING OFFER.

Buying direct from Witney is simple and most satisfactory.

A novel scheme is in operation. The Witney Blanket Co., Ltd., send free to each applicant a parcel of dainty "Miniature Blankets" as patterns, delightfully made and decorated with pretty borders.

To the **WITNEY BLANKET CO., LTD., Butter Cross Works, Witney, Oxfordshire.**

Please send me Miniature Blankets as Patterns of Blankets direct from Witney (which I agree to return within FOUR DAYS, the Witney Blanket Co. paying carriage both ways), together with the Low Sale Prices. Also send particulars of your **"New Blankets for Old" Cleaning Offer.**

NAME.....

ADDRESS.....

JOHN BULL, 16/12/16.....

THE WITNEY BLANKET Co. LTD. WITNEY

"I KNOW! LET'S SEND DADDY SOME WRIGLEY'S"

WHEN Xmas Gifts or Xmas Greetings are being sent to our brave defenders "somewhere in France" or elsewhere, do not omit that universal favourite—WRIGLEY'S. It has become one of the most valued "munitions of war," a faithful supporter and comforter, a real and trusty "friend in need" for the war-worn soldiers. Every bar you send is sure of warm appreciation from the recipient. So—whatever *else* you send him—put WRIGLEY'S *first* on the list.

WRIGLEY'S SPEARMINT CHEWING GUM

Slip a Bar or Two in every letter.

½d. bar; 5 bars 2½d.; 40 bars 1/6.

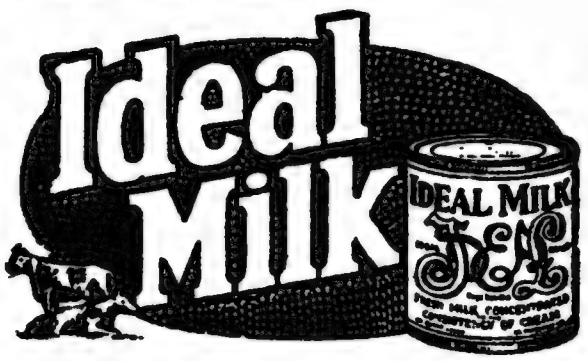
Of all Confectioners, Tobacconists, Canteens, Y.M.C.A. Tents. Chemists, including Boots Cash Chemists and Taylors Drug stores.

WRIGLEY'S, LTD 8, LAMBETH PALACE ROAD, LONDON, S.E.

THE EVERYDAY MILK

With Milk at its present price "IDEAL" is a real boon to the housewife keen on wise economy.

"IDEAL" is just the richest cows' milk concentrated till it is as thick as cream. Only the excess moisture is removed—nothing is added. *Guaranteed* absolutely pure—no Sugar—no Preservative.



DILUTED—for every purpose of fresh Milk.

UNDILUTED—for every purpose of fresh Cream except

"IT WON'T WHIP."

Cash Price: **7½d.** *and* **4d.** *per tin, of all Grocers and Stores.*

Don't miss our Advertisement Guarantee on page 39.

A MERE MISTAKE.

WRONGFUL ARREST OF A DERBY RECRUIT.

From a Putney reader, engaged upon munitions work and attested under Lord Derby's scheme, comes an amazing story of his experiences in relation to the Military Service Acts. On a certain date the attested man was due for examination by a Medical Board, but at the last moment this important event was postponed by the authorities, and it was not until four days later that he was medically examined and classified for home service. This four days' interval is the crux of the succeeding story. Pending his call to the Colours our friend remained at his munitions work, but a month or so later he was invited by a police-officer to produce his military papers. He did so without hesitation, believing them to be quite in order; but the policeman bluntly stated that they were "no good," and the man was arrested as an "absentee." At the South London Police Court it was subsequently explained that a "mistake" had arisen through the postponement of the medical examination, but, in the meantime, our informant had been subjected to indignities of the worst kind. Arrested at 4 p.m. on a Sunday, he was locked up at Putney for the night and removed in the morning to Wandsworth Gaol, and thence to the dock at Lavender Hill! Yet no sooner did the Magistrate bring his attention to bear upon the facts of the case than it was summarily dismissed. The action of the police was at once seen to have been wholly unfounded. There was no excuse for the man's arrest. He was to go free at once, and to await further directions from the military authorities. We wish we could add that the police, or the military authorities, or both, were severely reprimanded for their careless blunder, but in matters of this kind erring officialdom rarely receives its deserts.

A NEW DECALOGUE.

RULES OF THE ROAD AT YORK CITY.

If all goes well, the ancient City of York will soon be in possession of a set of brand new by-laws, worthy of a permanent place in the annals of municipal enterprise. Some of the proposed rules have, it seems, been condemned at a meeting of citizens, and even rejected by the Home Office, but that is neither here nor there; a section of the York City Council are determined that in all matters of public deportment and outward seemliness the citizens of York shall set a shining example to dwellers in less enlightened spheres. For example, it is to be enacted that no one shall henceforth be permitted to carry a bag of soot or any other dirty substance through any street or by-way in the city; chimney-sweepers will, we suppose, be required to consume their own soot, or decently to deposit it in the back-garden of the house next door. There is a further proviso, framed no doubt in the interests of decency, that no person shall perambulate the streets of York "carrying or conveying any undressed hide or skin," and we understand that any breach of this strict rule will be visited with the severest penalty. In most parts of the United Kingdom it is, we believe, an offence to expose one's own "undressed hide or skin" to the prying gaze of the vulgar, but it is inferred that the new by-law is to be understood rather in a technical sense, as referring to the coarser integuments of the brute creation. In this sense there is no doubt something to be said for this new rule upon hygienic grounds, as also for the by-law which forbids spitting in the public streets, a practice undoubtedly conducive to the spread of disease. On the whole, however, it is difficult to regard these proposals seriously, and we fancy the York City Council have bitten off considerably more than they can chew.

"JOHN BULL'S" WEEKLY CINEMA.

BULL-DOGGEREL RHYMES BY THE "BOW-WOW."

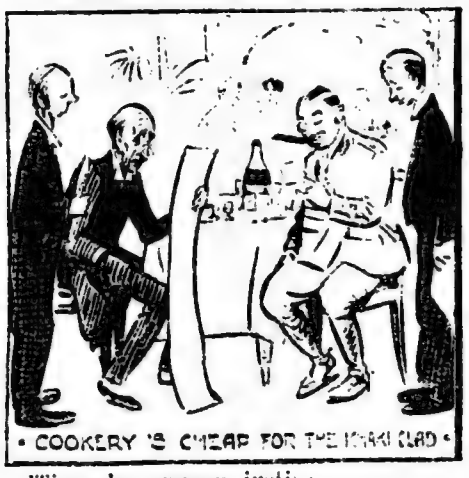
Lord Curzon makes no effort
To dissemble his great joy—
Despite his fifty-seven years
He prances like a boy

Behold the inept trio
At the parting of the ways—
In mutual admiration
Let them end their idle days.

St. George's knightly mantle
Now on Lloyd George doth fall—
The news will fill the watchful Huns
With wormwood and with gall.

Roumanian corn and oil
By Hindenburg are seized—
It really is no wonder that
The Kaiser Bill is pleased.

May the Princess Ypsilanti
For her fiendish cruelty
Feel the fierce gnawing of remorse
In perpetuity.



'Tis only common justice
That those who fight and bleed
Should be charged a lower figure
Than civilians for their feed.

MY ADVICE TO L

WATCH ASQUITH!—THE PREMIER'S ONE

By THE EDIT

RALLY round Lloyd George! He will need all our sympathy, and what is of equal and perhaps more importance—all our support. He has chosen no bed of roses, but he has done his duty. After months of procrastination and indecision, which have delayed the march to victory, he has taken the heroic step—he has cut through the entanglements that endangered success, and has blasted a way across the barbed wire of doubt and weakness. To dwell upon the past is to waste time. It is the business of the nation to press forward to that Future which holds in trust all we are fighting for. We have been through days of despondency and misgiving. Even those of us who have never despaired of ultimate victory, and whose hopes to-day run high, have not been blind to the growing symptoms of national discontent or to the pressing need of a change in government methods. Week after week I warned the Coalition. I saw the catastrophe coming. I told them their doom was certain, unless they awoke to the realities and made war against the Hun as if they meant it.

When the Ship Set Sail.

Well, they have split from within instead of being broken up from without. National condemnation has been averted by self-accusation, and all that was urged against the Coalition has been self-confessed. No Government ship started under more favouring winds. A united people bade it God-speed, and amid the hush of Party strife, silenced by the boom of the guns, Mr. Asquith and his crew sailed forth to meet the foe. But while the winds of national sentiment were favourable, there were from the beginning elements of trouble within the ship. The captain was too ready to listen to the crew, the crew too anxious to argue among themselves; when big waves broke against the vessel there were quaking hearts; in the narrow seas of difficulty and danger there were divided counsels. And so, plunging and tossing in the turbid ocean of war, the Coalition got deeper and deeper into the trough, until the Captain's hand was wrenched from the tiller and half the crew took to the boats. And so to-day we find another skipper in command—God grant it may be supreme, unchallenged command!—some of the old hands having signed on again; new men—may they all prove very able seamen—have joined the ship and amid the high hopes of the people and the enthusiasm of the Allies, the voyage has been resumed—the voyage which should lead to the seas of Victory and the haven of Peace.

Men with Brains, not Claims.

Do not let us deceive ourselves—there are breakers ahead, rocks which will need all the skill of Mr. Lloyd George to negotiate, moments when his crew will be called upon to show their strength and prove their loyalty. He has begun well. He has forgotten Party at the call of Patriotism, and has considered not only the men with "claims" but the men with brains, and has at least shown favour to the idea of a Business Government. There are, however, one or two startling exceptions to which I will refer later. I could have wished that the Prime Minister had made a more sweeping change. But the shame of it is that he has to think of Parliament as well as of the war needs—to make certain that he offers no excuse to the wreckers who are already preparing to refuse at least an outward show of support to the National Government.

Watch Asquith!

While the ex-Prime Minister, who I know has, in a very special measure, the confidence of his Sovereign, has made it plain that he will give every aid and comfort to the King's Government in the performance of its great task, beware of the little men—the men embittered by the loss of power and the men who, never having enjoyed either, are jealous of those called to serve the country in these supreme hours. But if Party feeling is allowed to exert its baleful influence once more and personal prejudices permitted to weight the scales against National necessity, I know the kind of verdict the country will pass on the petty malcontents who would rather jeopardise victory than sink their mean animosities or forego their sordid intrigues. We are to have once more a "patriotic opposition" in the House of Commons. Well, as long as it *is* patriotic and not partisan I should be the last to complain. I have always been of the opinion that a Government needs, even in war-time, the spur of fair criticism, the aid of helpful comment. But I know the kind of forces which will come together to face the new Premier in Parliament, and I repeat that if he is to overcome the pro-German influences which will secretly be set working against him—and to defeat the intrigues of the Pacifists—he will need not only the sustaining loyalty of his colleagues, but the full confidence and unanimous support of the People. And this is where the difficulty of Mr. Asquith will come in. *Wait and see.* For there are one or two significant phrases in his recent speech at the Reform Club which, I confess, do not impress me too favourably. He had scarcely opened his lips before he declared that, although he had been "compelled to resign the Leadership of the Government," he "had not resigned the leadership of the Liberal Party"—an assurance which was hailed with "Cheers." Now, what do these words mean, unless they mean that, despite all this talk of unity and patriotism, Mr. Asquith intends to rekindle the old Party fires of pre-war times—and to watch for an opportunity of re-establishing a "Liberal" Government? If, indeed, you have any doubt on the point, let me refer you to his closing words—ominous in their significance: "It is an intense personal relief to me that I am able to lay down—*for a time*—the burden of *supreme and ultimate* responsibility." Thus you see how deeply the virus of the old Party system had sunk into the blood of our late Ministers; and that even to-day they are living in a world of dreams and unreality. Mr. Asquith may take it from me that never again will the People call him to the helm of State, and that if Mr. Lloyd George fails, he will be the last of the Premiers of the old political school. A few months will decide. We must

CE TO LLOYD GEORGE.

PREMIER'S ONE MISTAKE—THAT WAR COUNCIL.

By THE EDITOR

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decide. We must
give him every chance—*but we must watch Asquith.* I know what I am saying.

Brightness Against Darkness.

To me, all that has happened at home within the last fortnight to end the doubts and even the despair which were felt in many quarters, is a fine set-off against the dark clouds that have been hanging over the fortunes of the Allies in the Middle East. It may be something more than mere coincidence that the break-up of the Coalition coincided with the fall of Bucharest. The German successes in Roumania have been half-forgotten or ignored amid the shocks and sensations of the Parliamentary "crisis." But, be that as it may, the new Government has not arrived a moment too soon. For, beyond doubt, if the country and the Empire had been dragged further at the wheels of delay, chained to the chariot of indecision, the Day of Triumph would have lagged along the path of blood and sorrow, and the price of victory paid in untold lives and treasure. Well, all that is changed—or is changing. Mr. Lloyd George is not a super-man—the National Government cannot work miracles. We must not expect to see the whole face of things altered in five minutes, or to win victories to-morrow for which preparation and organisation should have been made weeks or months ago. But what we do know is that we now have a War Government, determined to win, a Government not of perorations, but of performance—although I am bound to say I regard *some* of its elements with dismay.

A Blow to German Hopes.

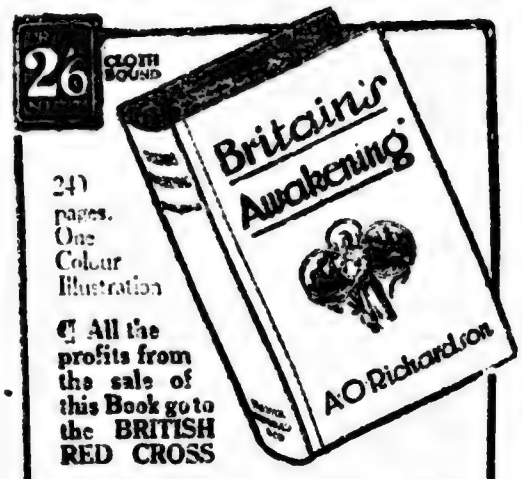
Germany was counting on a continuance of the old order, which if it was not heading us for actual disaster was working straight for the next worst thing—a patched-up peace. A measure of the triumph of Mr. Lloyd George is to be found in the unwilling tributes of the foe. They know they have lost the war; they are fighting to preserve the remnants of their military name, to snatch from the wreck even the shreds of their martial honour. We hear no more of the Potsdam boasting or the Berlin braggadocio. The Hymn of Hate has given place to the Anthem "An Honourable Peace," chanted by the lips of enemy statesmen. And while the still falling mark proves the value the Neutral nations place on German credit and so offers an estimate of their belief as to the ultimate victor, the ill-concealed fears which Mr. Lloyd George's accession to supreme power have engendered are the best testimony to his reputation, the finest tribute to "the fighting man." The passing of the Grey-Haldane influence has depressed the Pacifists at home and crushed the hopes of the Peace-patchers in Germany. While the enemy counted upon a continuance of the old sleepy *régime*, and saw in "Too Late" the best chance of the fulfilment of her military plans and political schemes, the advent of the National Government is a national answer not to be misunderstood. Roumania is a blow, a real blow, with effects which will endure for a long while, and at the same time carrying responsibilities which the guilty of this criminal blunder will some day have to answer for, and also for the base folly which has created a new menace in Greece. But the might and resource, the grit and courage, of the British people were never greater than to-day. What we have begged for, prayed for, is the vitalising influence of a Government which, strong rooted in the national confidence, shall organise us for victory.

Dawning of the Day.

From the heartening pages of our Imperial history one great truth stands forth—the British people were never more British, or more a people; never stronger or more resourceful, never finer in courage, or stouter of heart, than when things looked blackest and we had our backs to the wall. To-day I see the light on the horizon, and through the clouds of irresolution and of muddle which have too long hung over the path of our fortunes, I see the dawning of "The Day"—the day of victory, made certain by the strong actions of strong men, men who not only want to win, but who mean to win. That is my vision, because I am prepared to trust the new Prime Minister and the men he has gathered round him. I know, too, that the country is ready to give him all its confidence and support. For a year in Parliament the Unionists supported a Radical Government with a patriotic loyalty no one has ever denied. Surely the Liberals and Radicals who have now preferred to range themselves in "patriotic opposition" ought to play the game with equal sincerity! Frankly I do not like the look of that meeting at the Reform Club, with its acclaim of Mr. Asquith as Party "leader." I thought we had done with that sort of thing, at least "for the duration of the war"; that while the nation to a man has been called upon for sacrifices—and may yet be asked to surrender more—the politician might be counted upon to forget the old stupidities and petty ways, and ignoring Party, live only for the State.

My Advice to Lloyd George.

That Mr. Lloyd George has done his best to give a national complexion to his Ministry, I freely admit. His effort to recognise the claims of Labour is worthy of all praise. Without the workers at our back, we are done. The effort to bring in outside Business men is also to be commended; and I am not at the moment disposed to criticise too closely the selection. *But*—and here comes my earnest advice—in his natural desire to checkmate the schemes of that "Patriotic Opposition," he *must not* enter upon a game of chess with the ex-Premier. The inclusion of Mr. Balfour and Lord Robert Cecil is fatal. Let these two cousins join the "Patriotic Opposition." We want no philosophers and musicians—no High Church Fanatics and Ascetics—in a National Business Government. Come, Lloyd George—on the whole you are doing well; but what's the matter with Sir John Jellicoe and Sir Wm. Robertson? Why political heads of the fighting services? I have no intention of being critical at this stage—but I feel bound to put on record that in this matter of the Foreign Office, the War Office, and the Admiralty, you have missed a great opportunity. It is your first mistake. May it be your last.



240 pages. One Colour Illustration

¶ All the profits from the sale of this Book go to the BRITISH RED CROSS

THE strength of this important New Book lies in its powerful human appeal, in its moving call to Britons to live up to humanitarian ideals, in its impassioned plea for a better and happier understanding between Capital and Labour. It deals vigorously with after-the-war trade problems. Chapters entitled "The Call," "Britain's New Birth of Freedom," "Organise for Industrial Victory," "The Labour Question," "Work, the Key to Success," "The Mighty Masses," will be widely read and much discussed. It is a book that will grip your attention to the last line. Get a copy from your bookseller to-day and at the same time order extra copies for Xmas Gift-giving.

The Prime Minister of New Zealand writes: "I sincerely think that Mr. Richardson's book is likely to do a great deal of good at the present juncture."

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Boys Wanted for Wireless Service

Boys between the ages of 14 and 17 years are wanted to train as Wireless Operators, and parents who are concerned about their boys' future will do well to write for a copy of the new free book which has been published to show how this rapidly developing profession may be entered. The work is light, the pay is good, and promotion is certain and rapid. The duties can be learned in spare time by any boy who has had an ordinary elementary education, and on becoming proficient he will be assisted into a good berth.

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A CHEAP LIFE.

LENIENT MANSLAUGHTER SENTENCE.

At a recent special sitting at Dumfries of the Scottish High Court of Justiciary, an amazing story was told. It seems that one night two men, both somewhat the worse for liquor, were crossing a bridge which spans the River Esk, when they encountered a stranger in much the same condition as themselves, who asked them for the use of a match. For some reason or other—or more probably in mere drunken stupidity—the two seem to have taken umbrage at this innocent request, and with little more ado they lifted the unfortunate man on the parapet of the bridge, and actually flung him into the river, where, in the absence of assistance, he was speedily drowned. For such an outrageous proceeding the plea of drunkenness was absurdly feeble. The prisoners were extremely fortunate to escape conviction on the capital charge; the jury, however, were directed by Lord Guthrie to return the lesser verdict of manslaughter, or culpable homicide. The fact remained, as his Lordship was reminded, that "the life of a munition-worker, a man in good physical condition, and a valuable workman to the State," had been wantonly sacrificed to the drunken frenzy of the prisoners, and in all the circumstances most people will agree that the sentences imposed, one of eighteen and the other of twelve months' imprisonment, were ridiculously light. It is instructive to contrast these trivial penalties with the sentence of 20 years' penal servitude recently awarded by Mr. Justice Rowlatt at the Hants Assizes to a husband who, in a fit of mad jealousy, and under admitted provocation, shot his wife.

THE LINGERING "FIVER."

MONEY FOR COAL DELAYED IN DELIVERY.

To the poor of Portmadoc 25 bags of flour were presented by Canada. Eleven bags were duly shared out to poor people; the other 14 had got damaged by wet, and the Committee were reluctantly obliged to dispose of them as spoiled goods to a firm of millers for £5. The Committee unanimously resolved to spend the money on coal, to be distributed at Christmas, 1915. Up to the month of November, 1916, no coal had been bought or given to the poor. The Secretary of the Distress Committee, being asked about this, replied: "Owing to my having been so terribly busy, I have not replied earlier. The £5 in hand will be applied as the Local Committee decide. I shall convene a meeting as soon as ever I can.—Yours truly, W. Morris Jones." We ask Mr. Jones to let that "soon" be very quick. Coal is dearer than it was in 1915, and the value of that £5 has dwindled. If Mr. Jones's "terrible" business has resulted, as business should do, in profit, we make to him the further intimation that it would be an act of justice, if not of generosity, were he to add such money to the sum so long "in hand" as will make up the deficit in its present purchasing power.

MAN AND THE SABBATH.

A VOICE FROM THE DARK AGES.

The sinful activity of the local Volunteer contingents has caused the Rev. J. B. Jenkinson, a Batley Wesleyan Minister, to break out in a new place. Listen to the righteous man:

> It is a grave injustice to the members of the Volunteer Force that they are dragged out of their homes and away from their families, that they are deprived of the worship of God's house, and hindered in the performance of their Christian duties, and robbed of their divinely appointed day of rest, as they are very frequently.

It will be seen that, even on what Mr. Jenkinson is pleased to describe as "the human side of the question," there is not a word of recognition of the splendid patriotism of the Volunteers, or of their yeoman service to the national cause. However, it is not to be supposed that, in emphasising the hardships involved, Mr. Jenkinson is animated by any special concern for the well-being of the Sunday soldiers—his aim being merely to advance his particular fad and to advertise to the world his own superior righteousness. When a man can speak of a little drilling on Sundays as "transgressing the law of Heaven" and of Sabbatarian observance as "the chief source of spiritual strength," he is already past praying for. We strongly advise Mr. Jenkinson to consult a cerebral specialist without delay.

A LUCKY MEDICO.

WOUNDED AND AN ADMIRALTY RULE.

Apparently there are much snugger billets open to doctors in war-time than the ordinary commissions in the R.A.M.C. For example, we have lately had an opportunity of inspecting the accounts furnished by a medical man who is not, so to speak, "on the strength," but is permitted to attend the wounded soldiers at a small military hospital and to charge for his services at ordinary private rates. We notice, for instance, that one patient, suffering from a "septic toe-nail," has been attended 72 times at 2s. 6d. a visit. Apparently, the number of visits to be paid to any particular patient rests wholly with the doctor himself, and while in some instances such an arrangement may work satisfactorily to all parties, it is none the less an anomalous one and open to certain obvious objections. Moreover, it is said that, although the doctor is likely soon to be called up for direct military service, he will continue to receive half the fees of the medical man who in his absence continues in a civilian capacity to attend the hospital patients. The explanation of the whole thing seems to be that this highly fortunate medico was recognised before the war as "Surgeon and Agent" to the local Coast Guards, an unpaid sinecure in the gift of the Admiralty, on the strength of which he is now permitted, by some obsolete rule, to attend wounded soldiers quartered in the vicinity at the rates obtaining in private practice.

Nestlé's is full cream Milk

BRITAIN'S BABIES

stand for the security of the nation's future. Just as health and fitness count for so much to-day, so will it be when your baby is grown up. Make *sure* of that health and fitness *now* by rearing your baby on Nestlé's Milk.

What 'TRUTH' says:

"The one thing that every mother wants, the ideal food which will take the place of the maternal supply if need be, and which in any case may be absolutely relied upon, when her baby is weaned, to supply all that is needful in building up a sound, healthy physique."

Sold by all Grocers and Stores.
Cash Prices, 8½d. and 5d. per tin.

If you would like to have more proof that the Nestlés way is the wise way, just send along a postcard for "Nestlés Baby Book for 1916."

By appointment to H.M. the King.

NESTLÉ'S,
6-8, Eastcheap, London.

Influenza.

Telephone message received Nov. 30th, 1916, by Glaxo from a Doctor:

"DO you know that the influenza epidemic this year is affecting the stomach, preventing the patients retaining nourishment? I find my patients can assimilate your Glaxo, due, I suppose, to its flocculent curd.* You ought to make this widely known at once."

**A flocculent curd is a soft, finely pulverised formation. A hard, dense leathery curd, such as the curd of ordinary cow's milk, would prevent the patient retaining nourishment.*

GLAXO (Dept 38), Marvel House, 155, Gt. Portland Street, London, W. Telephone: Mayfair 1319 and 1311. Proprietors: Joseph Nathan & Co., Ltd., London and Wellington, N.Z.

125.16

Osram G.E.C DRAWN WIRE Lamps

British Made Throughout.

Made at the Osram-Robertson Lamp Works, Hammersmith, London. See that every lamp sold as Osram bears the words "G. E. C. Made in England." Refuse all others.

Same in Gallipoli.—Same in France.
Always "Erasmic."

Passed for Publication by the Press Bureau on Sept. 22, 1916

"ERASMIC"
SHAVING STICK.

Does not dry on the face.

"ERASMIC" Perfumers. LONDON & PARIS.

HOW TO LOOK "WELL GROOMED."

Subscribe for our weekly or fortnightly service (Prospectus post free), or let us fetch and treat one suit for **3s. 9d** (plus war increase 10 per cent.). We remove spots and stains, rejuvenate the cloth by our dry-steam pressure process, blowing the dirt out, and return spick and span, tailor-pressed.

"John Bull" guarantees you satisfaction or No Charge. Replacements, relinings, &c., if desired. Estimate free. We collect and deliver FREE 10 miles from Charing Cross. Beyond, rail or post clothes to us. We pay carriage one way.

BRITISH Tailoring & Repairing Co.
34 to 40 Great College Street London N.W.

Telephone: North 283 and 283a.

This business has been acquired by a well-known London firm of unimpeachable British origin.

The Advertisement Guarantee is on page 29.

The R.F.C.

"Who said . . . Hornets . . . ?"

I do not care to say too much because our fellows may get conceited . . . but. . . . "Hats off" to the R.F.C. Pilot . . he is entitled to the . . . "silver wing" *and* the best Cigarette in the world, so heave along an Army Club.

CAVANDER'S

"Army Club"

CIGARETTES

20 for 9d., *50 for 1/10½, 100 for 3/9.*

We will post 200 "Army Clubs" to any member of the Expeditionary Forces for 6/-, packed in airtight tins of 50's. Order from your Tobacconist, or direct from CAVANDER'S, Glasgow. The Firm of Three Centuries. London Postal Address: 167, Strand, W.C

For a mellow, non bite Mixture, try CAVANDER'S "Army Mixture" 7½d. per oz., 2/6 ½ lb. tin.

Loyalty in Underwear

WHEN buying Rameses Underwear the patriot has a feeling of satisfaction in the double loyalty that underlies the purchase.

Rameses Underwear is made entirely by British labour, by encouraging which the patriot shows loyalty to his country and fellow-countrymen.

Rameses Underwear is durable, inexpensive, warm, soft, and comfortable, and by giving every satisfaction it shows loyalty to its purchaser.

RAMESES

BRITISH UNDERWEAR

All Rameses garments are *made*, and not stretched, to shape, and are consequently unrivalled in fit.
Made in various sizes for men and women.
When buying, look for Head Trade Mark.

THE

BULLET-PROOF JACKET

Will resist a ·455 Government Revolver Bullet.

(Patented.)

PROTECT the body as well as the head from splinters and fragments of shell, spent bullets, etc. No inconvenience to wearer, little additional weight, freedom of movement, maximum of protection. Full particulars and self-measurement form on application. **COMPLETE OUTFITS AT SHORT NOTICE.** Trench Coats, British Warms, Sam Browne Belts, Service Caps, Marching and Field Boots, Map Cases, Electric Lamps, Prismatic Binoculars, Compasses, Revolvers, Automatic Pistols, Daggers, Knives, Canteens, Wire Cutters, etc.

Tailoring Department.

THE WILKINSON SWORD CO., LTD.,

53 Pall Mall, London, S.W.
T. H. RANDOLPH, Managing Director.
Complete Uniforms within 24 hours when necessary, at strictly competitive prices.

See "John Bull's" Advertisement Guarantee on page 29.

THE LIGHT THAT FAILED.

VAIN SEARCH FOR A WONDERFUL RADIO-RAY.

When one sees in print, in nice large letters, the words "Luminous Radio-Ray," one naturally thinks of the wonders of radium, mingled maybe with X-rays, and perhaps wanders into speculations upon luminous paint. So when an artful advertiser announced:—"Luminous Radio-Ray Buttons and Brooches. Quick selling. 6s. 6d. and 12s. 6d. gross, carded. Will Ricketts, 2, Eastborough, Scarborough," one was inclined to jump to the conclusion that Mr. Ricketts had benefited humanity in these dark days—and nights—by providing something that would enable us all to see each other as we wandered in absolute safety, thanks to Mr. Ricketts, through the otherwise black and dangerous streets. Just what a "Radio-Ray" is when it is "Luminous" one does not at first stay to consider; we are too thankful because the trade is offered, at so cheap a rate, a brooch or a button that might save many lives—and would at least prevent us from bashing into one another. But, alas! it is all a dream. We have seen a brooch and a button, as advertised from Scarborough. The "brooch" is a piece of thick white paper, or card, with a tin rim and a tin back to it; the button is a piece of white paper, or card, stuck on a disc of black cardboard. Something or other seems to have been smeared on the paper, but it isn't radium. Radium is too expensive. It may be phosphorus of some sort—or it may not. Whatever it is, it is not a "Luminous Radio-Ray," for we have tried it in a dark corner of a black room with the blinds drawn on a moonless night, and, though we strained our eyesight seeking for illumination, we failed to find any luminosity, or radio-activity, or any "ray" whatever. For any practical purpose, a piece of white card or paper pinned to the coat would be just as useful—and just as useless—as this disappointing contrivance advertised by Mr. Ricketts. In this "winter of our discontent" there is a fine opportunity for an inventor to confer a boon upon mankind (in which term the Boches are, naturally, not included) by designing some simple, and cheap, illuminating apparatus of very low power.

EXIT CLIFFORD MAY.

GAOL FOR SWINDLER FREQUENTLY EXPOSED BY US.

Readers will share our satisfaction at the result of the trial at the Birmingham Assizes of Harry Clifford May—a satisfaction, however, that is tempered with regret that the sentence passed upon him was not more than nine months' imprisonment with hard labour. For "Clifford May" was a peculiarly heartless and cruel rogue. As we have often indicated, his method of swindling was to induce people to send him money for goods which he never delivered, and his victims were usually poor people who could ill afford the loss. He advertised in papers published far away from Birmingham, issued showy catalogues, and tempted little shopkeepers to send cash in advance. His operations extended to Brazil, the Malay Peninsula—in fact, "from China to Peru." Two of his assumed names were "Norman and Co." and the "Universal Traders"—pretentious concerns nominally, but quite bogus, carried on in back rooms. During the period covered by the present charges he appears to have bought "goods" to the value of only £2 4s., and his office furniture and "stock" in hand were estimated to be worth £2 5s. Twice previously he had been prosecuted, but he was able and artful enough to show some pretence of business, and he escaped then, to be laid by the heels at last. A detective-inspector who gave evidence said the prisoner was the best of promisers—but hopeless as a performer. He had been cautioned hundreds of times, and his methods first came under the notice of the police ten years ago—that, we may add, being the period when we began our long-continued exposure of the scamp and his methods. Mr. Justice McCardie, in sentencing him, adopted our view that "it was a particularly mean and despicable thing to get these sums of money from people whom he must have known were poor." For that very reason we have kept on hammering away at Clifford May. The authorities are to be congratulated on vindicating justice, and it is to be hoped that, after this auspicious start, it may be possible for them to bring speedily to book some of the other hardened tricksters who accept money for goods they have no intention of delivering.

"You want a Tonic!"

WHEN people say "You want a Tonic" you may be sure it is high time you took their advice. You may not feel really ill—only a bit run-down, out-of-sorts, and a little slack—but this is just when you need Iron 'Jelloids' to enrich and strengthen your blood, and thus tune up your system generally.

A fortnight's Iron 'Jelloids' treatment (costing 1s. 3d.) will convince you that they well deserve their popularity as a reliable Tonic and Restorative.

For Anæmia in Women give Iron 'Jelloids' No. 2. They are highly approved of by the Medical Profession.

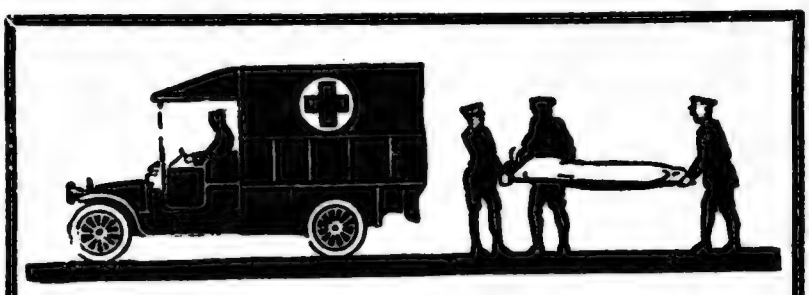
The Rev. A. J. Waldron, formerly Vicar of Brixton, writes:—"I have heard about your Iron 'Jelloids' from a doctor, and have recently had occasion to take them. I am strongly of opinion that if the public realised the fact that they have at hand, at such a small cost, such a pleasant and efficient remedy for Anæmia, and such a splendid tonic for Nerve-strain, &c., many a home would be happier and many a life brighter."

Ask your Chemist for a box of Iron 'Jelloids' to-day.

Reliable Tonic for Men.....IRON 'JELLOIDS' No. 2.1
For Anæmia in Women.....IRON 'JELLOIDS' No. 2.
For Growing Children.....IRON 'JELLOIDS' No. 1.

Of all Chemists, a Fortnight's Treatment, 1s. 3d. Large size, 3s.

Iron Jelloids No 2A
(Pronounced Jell-Lloyds)



THE MEN OF THE V.A.D.

Called at a moment's notice at all hours of the day and night, the men of the V.A.D. swear by the strength-supporting and sustaining qualities of MILKMAID MILK-COCOA.

A cup of MILK-COCOA will feed the nerves and sustain the energies as no other stimulant will. It is easy to make, unexcelled in quality and flavour, and the most economical cocoa you can buy. Neither milk nor sugar needed.

MILKMAID BRAND
MILK-COCOA

Cash price 3d., 5½d., and 10d. per tin of all Grocers and Stores.

A 3d. tin (3¼ ozs. net) and book of Recipes post free on receipt of three penny stamps and name of grocer.

Anglo-Swiss Condensed Milk Co., 6-8, Eastcheap, London.

BODY VERMIN THE WORST ENEMY

Our Lads in the trenches have been troubled more by body vermin than the Huns. They can now be made vermin-free and vermin-proof in a few minutes and at a trifling cost, thanks to the marvellous destructive power of

PARASITOX

which not only instantly kills every form of body parasite, but prevents the return of these dangerous and loathsome pests. It is, moreover, an equally sure protection against flies, mosquitoes, and other insects, and therefore specially valuable for soldiers in India, Mesopotamia, Egypt and Salonica.

FREE FROM GREASE.

Far more cleanly and pleasant as well as far more efficacious than any ointment. Does not stain or soil clothes; has an agreeable aromatic perfume.

TRUTH says:—"Exhaustive tests, by experts, have proved that PARASITOX effectively destroys all body vermin. . . . It simply needs to be rubbed over the seams of the underclothing and applied to the body. . . . Nothing is likely to be more welcome to a soldier in Camp."

Every Soldier should have a Stick. Send one out in your next parcel.

Sticks (1/- each) obtainable from all Chemists, including all branches of Boots—or by parcel direct on receipt of P.O. for 1/- by **Sole Makers,**

HEPPELL'S, 164, Piccadilly, W.

Also Strand, Haymarket, &c., &c.

I will teach You to Play the Piano

Brilliantly, without Practice-Drudgery.

Fatigue or Failure, *even though you do not know a note of music now.* I teach more in a few lessons by correspondence than years of the ordinary mechanical, mindless practice can ever do. **I have done so for twelve years with invariable success.** Modern, scientific intelligent methods applied to **ordinary music.** Send a Postcard for Free Copy of my interesting illustrated book,

"MIND, MUSCLE, AND KEYBOARD,"

which explains my methods and shows what my students say my System has done for their playing, and **judge for yourself what it can do for you.** Give your full address (Mr., Mrs. or Miss) and whether you are an Advanced, Moderate or Elementary Player, or an absolute Beginner.

Mr. H. BECKER, 81, Bristol House. Holborn Viaduct, London.

Riley's Home Billiards

YOU WILL BE DELIGHTED with a Riley Billiard Table in the home, no matter how small your room is, there is a Riley Table to fit it. Riley's Miniature Billiard Tables give a perfect game, so truly are they proportioned. **Seven Days' Free Trial.** Prices from **£3 15s.** The 6ft. 4in. size at **£5 15s.** cash or 15 monthly payments of **8s. 6d.** is suitable for most rooms. Riley's "Combino" Billiard and Dining Tables from **£13 10s.** cash or in 15 or 18 monthly payments. These prices include all accessories & carriage to any address within 1 mile of railway station.

Illustrated Catalogue Free.

J. RILEY, LTD., Manor Works, Accrington

London Showrooms, 147, Aldersgate St., E.C.

IN THE BARBER'S CHAIR.

MR. LLOYD GEORGE.

Well, I'm blest, sir! You don't mean to say you can find time to get your 'air cut? Well, well! They *do* say the busiest men find the most time. Sit 'ere, sir. I'm glad to see you, an' I congratcherlate you on your *h*accession to the Premiership. I reckon it's the best news we've 'ad fur many a long day. The 'Uns won't like it, sir. They know wot it means. They was reckoning on *H*Asquith's dilatory tactics bein' carried on to the end. They was reckonin' on us goin' on temperisin' w'ile they was *h*organisin' viet'ry. But now you've took the reins in yore 'ands I can see the British war 'orse comin' round Tatten'am Corner in fine style an' takin' the lead down the 'ome stretch. Let me recommend you to 'ave a little more 'air orf then usual, sir. You'll want a cool 'ead fur yore job an' no 'air blowin' into yore eyes, fur there's some awkward bits to negociate yet. D'you know, sir, the 'ole country feels bucked up already. The fack that *H*Asquith 'as gorn, an' 'Alldane, with 'is German sympathies, an' the easily diddled Grey as well, lifts a weight orf ev'ry body. There's a feelin' in the *h*air now thet we're goin' ter git a proper move on at larst. The fall of Bukharest don't seem ter matter nearly so much. An' if you do wot the papers say you mean ter do—moberlise the civil population for war work, nationalise the mines and railways, an' take the food problem prop'ly in 'and, I can see the wore endin' nex' yer, an' thousands of lives an' millions o' money bein' saved wot otherwise would 'ave bin lorst. So I wishes yer luck, sir, an' more power to yore elbow. Don't 'esitate to do anythink wot will 'elp to bring viet'ry. The 'ole nation, an' the *H*allies is be'ind you to a man—them wot ain't be'ind you not bein' men, but things. Above orl, sir, don't be afraid to call in fresh blood to liven up the Government. You know as well as I do thet there's more genius outside the professional political world then in it. There's one man—I won't mention 'is name, but it begins with B—wot foretold orl this business, an' 'oo's suggestions one by one, an' grudgin'ly enough, 'ave bin' adopted, but orlways too late. 'E arsked for a proper blockade. Well, p'raps we shell git it now. 'E demanded a Minister fur Food. We're goin' to 'ave one at larst, I unnerstand. 'E asked fur a Pensions Minister, an' so on an' so forth. Don't you think you might find room fur a far-sighted man like thet at yore right 'and? . . . No, sir, I don't pretend to teach you yore job, but some of us quiet ones outside the ring sees a lot wot's goin' on. . . . There, sir, 'ow will *thet* do? There's many of your old friends wot ain't no friends to-day. They'd like to see you make a mess of things; dog-in-the-manger, that's wot it is. An' if you'll *h*accept yore 'air-cut as a present from me, I shell feel honoured. *Goo*'-day, sir! Lloy' George fur Merrie England!

DEATH AND BAD NEWS.

Glutted with two long years of war,
  Death sat upon his throne;
Sated, yet hungering for more,
  He gnawed a fleshless bone:
Though bloated by the awful feast
  Yet, ever and anon,
His hideous appetite increased
  With that he fed upon.

To him a ghastly messenger,
  Than lightning flash more fleet,
Sped up the gloomy hall, and there
  Fell prostrate at his feet:
"Hail, King of all things mortal! Hear
  The news to me consigned—
The days of scarcity draw near,
  For Asquith has resigned!

"Not yet, perhaps, the pinch you'll feel,
  Indeed, there yet may be
Long months through which your ceaseless meal
  May yield more plenteously;
For Asquith's dilatory ways
  Effects must leave behind—
A bloody legacy of days
  Before he had resigned."

Death cast the mumbled bone aside,
  And stirred upon his throne:
"This is indeed bad news!" he cried,
  "The worst that I have known!
But maybe he who takes his place
  My maw may long engorge?"
Death's minion raised a troubled face—
  "Not, sire, if it's Lloyd George!"

"Ah, well," said Death, "my gratitude
  To Asquith is profound,
Though that he's sent me ample food
  He'd question, I'll be bound!
Unwittingly, before the war,
  His Party policy
To German spies seemed to assure
  Their certain victory.

"If he decision had not lacked
  In dealing with the Huns,
If he their interests had attacked
  Instead of handing buns—
If he had given the British Fleet
  Carte blanche to do its best,
The Germans would have known defeat
  A year ago, at least!

"If he more vigour had displayed,
  In short, from first to last,
The Germans would have been dismayed,
  And felt their chance was past:
Instead, his precious 'Wait and see'
  Has given the Germans time
To consummate their villainy
  By every sort of crime.

"That's why, though unintentional,
  While striving to make good,
Asquith's obeyed my hungry call
  And sent me plenteous food:
My ancient ministers, Disease,
  Vice, and Catastrophe,
Must *now* be roused from slumbrous ease,
  And do their best for me!"

W. M.

Your Xmas List.

Choose "Swan" Pens—useful and practical for everyone.

The soldier in the field, the sailor aboard ship, the doctor, the nurse, the professional man, the business man, the woman at work and at home, the boy and the girl at school each and all can be helped by the "Swan." If you wish to make a Xmas Gift to one of these, then consider if the best and most durable of fountain pens would not be particularly appropriate.

Safety Patterns, with screw-on cap, from **12/6** up.

"SWAN" FOUNTPENS

Standard Patterns, with slip-on cap, from **10/6** up.

The Swan Pen has no valves or levers to adjust—nothing to wear or to get out of order. A printed guarantee and promise to exchange the nib, if not exactly suitable, goes with every "Swan."

SOLD EVERYWHERE BY STATIONERS AND JEWELLERS.

Write for Illustrated Catalogue.

Mabie, Todd & Co., Ltd.,

79 & 80, High Holborn, London, W.C.

38, Cheapside, E.C.; 95a and 204, Regent Street, W., London; 3, Exchange Street, Manchester; Paris, Zurich, Sydney, Toronto, &c.

London Factory:
319-329, WESTON STREET, S.E.

Associate House—Mabie, Todd & Co., Ltd., Inc., New York and Chicago.

Size 22.—"Safety" full-covered silver, **32/-.**

Size 1.—Barrel covered chased silver, **27/6.**

Size 20.—Safety pattern, with screw-on cap.

Size 1.—Two rolled-gold bands, **14/6.**

No war-time advance in the price of "Swan" Pens: although other makes have been put up about 20 per cent. Why pay a fifth extra for nothing?

See "John Bull's" Advertisement Guarantee on page 29.

For Your Boy this Xmas!

Think of the pleasure you can give to your boy this Christmas by giving him an Ingersoll "Radiolite" watch—the watch that tells the time in the dark.

12/6

Watch him turn out the lights in order to see the luminous hands and figures standing out distinctly in the dark. Watch his boyish pride in the possession of a real man's watch and something out of the ordinary at that. And remember it is a gift that will be of real service to him.

The Ingersoll "RADIOLITE" watch is made luminous by a substance that contains radium in minute proportions. Genuine "RADIOLITE" dials are supplied only on Ingersolls. Every Ingersoll is guaranteed to keep accurate time.

Ask any watch dealer to show you an Ingersoll "RADIOLITE." They are sold by 15,000 British dealers but if you have any difficulty in obtaining one, we send it post free on receipt of price.

Ingersoll

The Ingersoll Models:

Eclipse ... 10/6	Junior ... 12/6
Midget ... 12/6	Wrist ... 15/-
Waterbury 17/6	Reliance 17/6

Practically all models can be supplied with full luminous figures at 2/- extra.

Write for our full list of watches for Christmas gifts—there are special low prices to suit everyone.

INGERSOLL WATCH CO., LTD, 344 to 352 Strand House, Kingsway, London.

Spinet

Super Quality

CIGARETTES

Fine Old Virginia Cork Tipped Ovals

1/- per tin of 20

Of all Stores and Tobacconists

Aches & Pains

Pain is Nature's danger signal, showing there is something wrong in the system. Obviously, therefore, to permanently remove pain, you must remove the cause. That exactly describes the action of Chameleon Oil. No need to rub hard, gently does it. Chameleon Oil does more than deaden the aching. It finds and removes the cause. Hence its extraordinary success. In thousands of homes, the moment anyone feels pain, the advice is immediately given, "Use Chameleon Oil, and quickly end your trouble." Send a bottle to your soldier friend in the trenches.

Chameleon Oil

relieves and cures Rheumatism, Sciatica, Lumbago, Sprains, Strains and Aches. Of Boot Cash Chemists, and all chemists and stores, 1s. 3d. and 3s. or post free 1s. 6d. and 3s. from Castle Laboratories, London N.W.

All horse, dog and cattle owners should use Veterinary Chameleon Oil (prices 2s. and 4s. 3d.), which locates and cures lameness and disease. No other known preparation will do this.

If you have RHEUMATISM

LUMBAGO, CHILBLAINS, SORE THROAT

INSTANT RELIEF.

Of all Chemists 1/3 & 2/6 a jar, or direct from Hirst, Brooke & Hirst, Ltd., LEEDS.

RUB WITH SMEDLEY'S PASTE

Welcomed by every Soldier and Sailor!

WRIST WATCH PROTECTOR

is a complete guard—splinter proof and dustproof—an open guard that protects the face, but leaves the time visible. Two protectors in one. Reversed in a minute!

Price 1/6 Price 1/6

In NICKEL or KHAKI FINISH. In 3 sizes (to fit any watch). Sold by all Jewellers, Silversmiths, Outfitters, etc.; or, if unobtainable, send 1/6 to P.T.O. PROTECTOR 60-61 Red Lion Street Clerkenwell, London, E.

GRAVES OF SHEFFIELD

Write for Patterns of Suits, Overcoats, Costumes, or Raincoats; or Catalogue of Ladies' and Children's Wear, Genuine Furs, Footwear, Gramophones and Records, Sheffield Cutlery and Tools, Cycles, Tyres, Workers' Clothing, Household Drapery, etc. J. G. GRAVES LTD., SHEFFIELD.

ON EASY TERMS

"VITA" CIGARETTE MAKER

Makes 36 FITTERED or MOUTHPIECE or 22 ordinary cigarettes instantly (with cigarette papers or tubes) with 1 oz. tobacco; equals 7 for 1d. Best tobacco and 1 for 1d. Filtered cigarettes prevent sore Throats and save 30 per cent. tobacco as there is No waste. Any tobacco can be used. Only weighs ½oz. Fits in Cigarette Case. Ladies can use it.

BEST GIFT for the TROOPS

Nickel, 1/- Silver-Plated 1/6; Silver 5 Paper Tubes 1.00, 1/6; 50 10d., post free.

New supply in making.

"VITA" CO. (Dpt J 30) Limehill Rd. TUNBRIDGE WELLS.

BEACON OILSKINS

Keep you dry always. Men's 9/- Children's 8/6 Sou'-westers, 1/6. Long Leggings 2/9. Guaranteed against stickiness, leakage or dissatisfaction on money-back methods. **Illustrated List Post Free** Send Post-card now for this Art Booklet on "Weather Comfort," to BARBOUR'S, Ltd., 17 BEACON BUILDINGS, SOUTH SHIELDS.

SEND HIM HEALO

The most useful article to "Tommy" for Wounds, Scrapes, Chilblains, Frost-bites, Cuts, Burns. Tender feet or any skin affection. Free sample from M. Smith & Co. Kidderminster.

Sold by all Chemists 1s. 3d. and 3s.

The Advertisement Guarantee is on page 2½.

BOXERS AND BOXING.

By EUGENE CORRI.

It has been many times suggested from all quarters that it might be possible for me, with the assistance of the Editor of JOHN BULL, to arrange a series of boxing contests between known performers at the different bases and at places of rest. Like Barkis, I am willing; and, providing the scheme which I have in mind is practicable, I will do my utmost to bring to the boys out of the trenches that form of sport which every soldier regards as part of himself and his life. I am quite prepared (and I know I may count upon the whole-hearted support of Mr. Bottomley, ever the soldiers' friend) to take over to France some of our best boxers, and I will be only too pleased to referee any bouts which the Tommies may be able to fix up themselves. A little tournament of their own at which Jimmy Wilde, for instance, would box, would be a tremendous affair.

A DISAPPOINTMENT.

Sapper O'Neill, whom the Gloucestershire boys especially knew as quite an excellent boxer in pre-war days, has taken to the ring again after doing his bit, unfortunately not with the best of luck. He had a bad time out in France, and after seeing him at the N.S.C. in a bout with a strapping young soldier named Sheridan, I am afraid his experience at the Front has impaired his cleverness. At all events, he does not stand up and box as I know he can, affecting instead an impossible crouch, and for ever trying what he can do in the way of in-fighting. At least, this is what he did against Sheridan, and as this young man also gave an imitation of a game cockerel, we saw no boxing or fighting, but only a number of polka mazurkas, and John Douglas, who was referee disqualified them. The time arrived long ago when disqualification was better than repeated cautions. There is nothing so nerve-wracking as "Break, break, break," from the referee. Boxing should be boxing first, last, and always, and not bunny-hugging. I trust the punishment imposed upon O'Neill and Sheridan will have the right effect upon all boxers.

I see a statement is cabled over from New York that a ten rounds no-decision contest between Carpentier and Jess Willard has been "virtually arranged." Don't you believe it. Only an American promoter of the most characteristic kind would imagine that he could, for money, get Carpentier from France to fight Willard or anybody else. And writing about Carpentier reminds me that Victor Breyer, who was one of the judges of the last fight the famous Frenchman had (against Gunboat Smith, you will remember, it was), has been awarded the Military Medal and the Croix de Guerre for gallantry at Ypres in 1915. Breyer, whom I count as one of my best friends in Paris, though well over military age offered his services and became interpreter to the Wessex, and later was attached to a Canadian battalion. In his day he was a famous cyclist, and had most to do with introducing boxing into France. In recent years he has been the distinguished editor and one of the proprietors of that bright and well-informed paper, *L'Echo des Sports*. Victor, all the best!

I have been asked to referee the affair between Jimmy Wilde and the Zulu Kid, who are to meet at the Holborn Stadium on the afternoon of the 18th. I hope to be able to do so, and also to tell all about it.

QUITE SAFE.

Heard this? One of a party of racing men, returning from an out-of-the-way meeting in Ireland, cold, wet, and very muddy, repaired early to bed, leaving his boots outside his door. Next morning his footgear, still caked with slosh, awaited him. He was furious, and thundered "Mike!"—whereupon his Majesty Buttons appeared. "What the —— do yer mean? My boots have not been touched!" "Shure, it would have been the same if it had bin your watch and chain!"

RACING NOTES.

BY "THE SQUIRE."

This week's venue is Hawthorn Hill Since the last meeting there, when the paddock and rings were a sea of mud, alterations have been made. The paddock has been drained, as has part of the course, and the reserved enclosure has been tar-paved. Things should now be quite comfortable, and the pretty course is sure to be extensively patronised. There to-day (Wednesday), MEADOWCROFT for the Slough Hurdle, CARRIG PARK for the Sunninghill Steeplechase, and PRINCE EDGAR for the Warfield Steeplechase should prove the best things. To-morrow (Thursday). I like COSHIA for the Waltham Selling Steeplechase, SANTA BELLIS for the Slough Double Hurdle; THE GUNYAH for the Three-year-old Hurdle; and MINSTER VALE for the Staines Steeplechase.

The *Special*, containing full notes for the meeting is now on sale. It can be obtained every Wednesday morning at the bookstalls, or may be ordered from the publishers, Messrs. ODHAMS LTD., 93, Long Acre, London, W.C. (Price 6d.)

"CHAPS" & CHILBLAINS.

FOR chapped hands, chilblains, and sore arms and faces there is no treatment so beneficial as dressings with Zam-Buk.

Simply smear a little Zam-Buk on the sore parts at night, and wrap up carefully. Letting the Zam-Buk soak into the tissues allays the pain, prevents germ infection, and assures the growth of healthy new skin.

Zam-Buk

Of all Chemists and Drug Stores at 1s. 3d. or 3s.

FREE On receipt of post-card, a quantity sufficient to prove the excellent qualities of Chocoloids.

INSTANT RELIEF for all cases of constipation whether mild or severe, and the consequent headaches loss of appetite, and depression of the nervous system, take

Chocoloids

The CURE for Constipation. *Reg.*

Price 2/6 per box of 60 tablets usually sufficient to cure the most obstinate case. SAMPLE BOX 1/-, containing 24 tablets. Obtainable from Chemists, or post free from the makers.

The Chocoloid Co., Dept. J. Stirchley Laboratories, Birmingham

Cold Wet Weather means less exercise. Retain your good health by taking a teaspoonful of Kkovah every morning. Makes you fit—keeps you fit.

Kkovah Health Salt

6d. & 1/-

Of Grocers, Stores, and all Boots' Branches.

SUTCLIFFE & BINGHAM, LTD., MANCHESTER.

Include a tin in the next parcel you send to the boys at the front.

HAD YOURS YET?

IF NOT, DON'T DELAY.

THE JOHN BULL PEN.

"JOHN BULL" PEN COUPON. Value 1d.

By sending this Coupon with P.O. for 2/6 and two penny stamps for postage, the holder is entitled to receive a "John Bull" Gold-Nibbed Fountain Pen, STANDARD MODEL. Additional Coupons up to 12 from "John Bull" any dates, may be saved and used in part payment, each counting as 1d. off the price. Thus, you may send 13 coupons, and P.O. for 1/6 only and 2d. stamps for postage.

DE LUXE MODEL 1 - EXTRA.

Address, Pen Dept., JOHN BULL, Long Acre, London, W.C.

(Dec. 16, 1916.)

P.O.'s should be made payable to "John Bull, Ltd." and crossed & Co.

N.B.—State whether you prefer a Fine, Medium or Broad Nib.

TOMMY'S AND JACK'S PAGE.

A WEEKLY TRIBUNE OF THE SOLDIER AND SAILOR.

OUR PLEDGE:
"No case of hardship or injustice, no instance of beggarly treatment or mean cheeseparing shall go unchallenged and unremedied."
Horatio Bottomley in JOHN BULL, *19th August, 1915*

One for the Guards.

When the Brigade of Guards went to the front, each man left behind articles of uniform purchased by himself to the value of about £4 3s. The things were put into store, and now we are told that the authorities deny all knowledge of some of them. Somebody at the War Office should see at once that disabled men of the original Brigade and the widows and dependents of those who have fallen, are given the full money value.

A Walking Hospital.

A City of London Yeoman tells us that nearly all his toes are hammered, and he has several ruptures and a variety of other physical defects. He did one drill during his first month's service, and then was put in for discharge. He went before a Medical Board, and was told to turn round twice; he did so, and was thereupon passed for C 1 and ordered outside. Heaven help the Huns if this Achilles is let loose on them!

A Way They Have.

A Thornton Heath recruit recently had his appeal dismissed. On the same day he was sent a calling-up paper, ordering him to join the Colours within 48 hours. We advised him to speak to the recruiting officer and claim the regulation clear fortnight. He did so, and got another notice demanding his appearance three days afterwards. Some of our recruiting officers appear to play skittles with the regulations.

A Gardeners' Corps.

A soldier in the North Camp at Seaford tells us that his Company Officer has ordered the men to start making gardens in front of their huts. He asks us the best way to grow roses in December. We don't know. In these days of threatened scarcity, it might be better to plant potatoes.

For the Missus and Kids.

We are gratified by the large and continuous mail thanking us for having induced the pay authorities to hand over the allowances to the wives and dependents of our men in time to help them to get their Christmas dinners. It has been definitely decided that on the pay-day preceding Christmas each dependent will be given a fortnight's money. On the part of our men and their women and youngsters, we thank the authorities for their acceptance of our suggestion.

Christmas Leave.

We are with our soldiers and their friends in deploring the fact that the Christmas and week-end leaves have been abolished. Unfortunately, the authorities have no option in the matter, and we can assure the thousands who have written to us on the subject that there is a real military necessity for the step—for reasons which we cannot indicate.

Woes of the Wounded.

The other morning a hospital ship arrived at one of our Southern ports at 7.30, her load including about 200 deck patients. Evidently the embarkation staff were enjoying their last nap or possibly their breakfasts, for the ship was kept alongside the quay until 9 o'clock, and in the freezing weather the poor fellows on deck had to stamp about in an endeavour to keep themselves warm. We are assured that this is not an isolated case, and hope that there is somebody in power who will look into the matter.

Picking Tommy's Pocket.

At Blackpool a private disobeyed unwritten regulations by falling ill. The doctor ordered him "medicine and duty," giving him a prescription to take to the local chemist, whom he had to pay for the physic out of his own pocket. It is bad enough to filch 7d. a day from Tommy while he is in hospital, but this is a case of common "rooking," and the smug doctor should be compelled to refund the money. Can it be possible that the doctor in question regarded the soldier as a malingerer, and fleeced him as a future deterrent?

Scrapping the Officers.

It is amazing how the number of fine, well-trained officers placed on the reserve without pay, allowances, or employment grows. They are men who came forward when the country was first in danger, and now they are thrown on the scrap-heap, many of them unable to regain the civil employment which they gave up to serve the King. They are much more efficient than the bulk of our new officers, most of whom have no knowledge even of Court Martial procedure. Nobody at the War Office appears to care a curse about this waste of fine material.

Merchantmen's Miseries.

We can hardly credit it, but are assured that it is a fact that the crews of some of our merchant vessels at present in Russian waters are paid only every six months instead of weekly. Some of the men tell us that if they got their hard-earned money each week they would buy provender and be able to put up with the third-rate food with which they are supplied.

Pay, Pay, Pay!

Civilians employed by the Government have, generally speaking, had an increase of wages to meet the higher cost of living. When will the Admiralty consider the case of the men employed on our boom defences, who are practically civilians and have to keep themselves and their families on very small pay?

Floating Heliographs.

At the Front some Commanding Officers insist upon the men shining their buttons and brasswork—which, of course, is of great assistance to the enemy airmen. We note that some of the yacht skippers use up many tins of brass polish, and thus make the vessels twinkle in the sunshine and become better marks for German guns. We want efficiency—not polish.

OUR PENSIONS INQUIRY DEPARTMENT

By Our Pensions Expert.

Since the outbreak of war our Pensions Expert—a retired officer of long experience—has conducted an Inquiry Department by correspondence, and many thousands of cases have passed through his hands, in each of which he has given advice of value. We have decided to publish, weekly, replies to typical complaints, which will be of help not only to inquirers but also be of general interest. In the meantime, we shall continue to advise by post when stamped addressed envelope is enclosed for the purpose.

J. M. (Redhill).—Your injury, although slight, being of a permanent nature, the Commissioners have power to grant you instead of a pension a gratuity up to £100.

MRS. F. B. (Finsbury Park).—Your son should see his Commanding Officer and fill in form O1838. You will then get a separation allowance in addition to his allotment.

"WOUNDED SOLDIER" (Bethnal Green).—Write to the Superintendent, Central Army Pension Issue Office, 35, Baker Street, W.

"TOMMY" (South Belgravia).—Class III includes corporal of horse in the Household Cavalry, and sergeant. Class IV embraces bombardier, corporal, and second-corporal.

"DUBLIN FUSILIER" (Chapelizod).—In order to obtain a supplementary pension you should fill in the Form P. 1, which you will obtain from the Secretary of the local Pensions Committee.

T. S. M. (Hampstead).—As an acting-sergeant-major in the Territorial Force, you are now regarded as a substantive warrant officer, Class I, and should receive your pension accordingly.

"MOTHER OF FOUR" (Bromley).—Apply to the local Pensions Committee, who will look after you until your ring-paper comes through.

"H.M.S. TERRIBLE."—If his earning capacity has been totally destroyed, a lieutenant-commander is entitled to £200 a year.

MRS. MAC. (Brixton).—I much regret the circumstances you mention; but the cancellation of your pension is quite according to regulations, which give the authorities power to cut it off when misconduct is proved.

J. W. (Hull).—I have had the matter put through for you. The delay was caused by your omission to sign your quarterly identity certificate.

M. A. (Belfast).—See answer to "J. W." By this time the authorities will have communicated with you.

T. D. M. (Royal Parade).—I regret that a pension is not granted in such cases as yours, but now that we have a National Government I hope that the necessary amending legislation will be introduced.

E. S. J. (Child's Hill).—I have sent your complaint to Chelsea, and it will be attended to immediately.

W. W. D. (Barnet).—Thanks. JOHN BULL is always glad to be of assistance, and counts no effort a trouble. Glad to know that matters have been settled to your satisfaction.

MISSING MEN.

We would welcome news of the following:

Pte. Chas. T. Cook, 2499, C Coy., London Regt.; Pte. J. Davies, 19837, South Lancs Regt.; Sergt. H. Morton, 2310, C Coy., Scottish Rifles; Pte. J. James, 4337, B Coy., London Regt.; Pte. E. Corner, 164062, Canadian Regt.; L.-Cpl. H. H. Annetts, 7791, Attd. D Coy., Wilts Regt.; Pte. P. Connor, 58791, 116th Sect. M.G.C.; Pte. P. L. Toms, 9593, C Coy., 12th Platoon, Middlesex Regiment; Pte. F. Romney, 14402, Hants Regt.; Cpl. J. Coghlan, 28615, 3 Coy., 11th Platoon, K.L.R.; Rfn. A. Lipscombe, 8872, B Coy, 8th Platoon, Q.W.R.; Sig. F. Mares, 20345, Hants Regt.; L.-Cpl. Fred Jennings, 1345, B Coy., 7th Platoon, Royal Irish Rifles; Pte. A. Asplen, 16653, D Coy., K.O.Y.L.I.; Pte. N. W. Wray, 21012, 2nd Coy., Cheshire Regt.; Pte. J. Collins, 2324, D Coy., Royal Fusiliers; Sig. Walker Blythe, 1113, Z Coy., Royal Fusiliers; Pte. H. G. Davey, 182411, 9th Devons; Pte. Alec Jeffries, C.S.A.W., 5644, D Coy., 15th Platoon, Royal Berks.; Pte. A. Bolton, 2926, B Coy., Suffolk Regt.; Rfn. W. H. Greenway, Y682, B Coy., K.R.R.C.; Pte. Harry Sampson, 8188, Duke of Wellington's West Riding Regt.; Pte. W. W. Taylor, 5570, A Coy., K.R.R.C.; Rfn. W. Abbott, 5601, London Regt.; Pte. James Goudy, 3062, D Coy., R.I.R.; Pte. N. Tennet, 1263, A Coy., Northd. Fusiliers; Pte. J. A. Thornber, 26518, 11th Platoon, East Lancs. Regt.; Pte. W. J. Parry, 34788, A Coy., R.W.F.; Pte. Donald Eyre, 7493, 6th Yorks. Regt.; L.-Cpl. J. L. Tranter, 2622, C Coy., County of London; Rfn. I. C. Bensuade, 20638, C Coy., K.R.R.; Pte. E. Durrant, 1397, Grenade Section, Middlesex Regt.; Pte. F. J. Watson, 400077, D Coy., Canadians; Pte. B. Blandford, 20117, Lewis Gun Section, West Yorks Regt.

XMAS IS NEAR

What shall I send Him?

Cigarettes Direct from Factory to Soldiers at the Fronts by Post

☛ CHRISTMAS CARD ENCLOSED WITH EACH PARCEL ☚

Order Z 280	WILLS' WILD WOODBINE	3/3
Order V 280	WILLS' GOLD FLAKE	5/-
Order T 500	PLAYER'S NAVY CUT	8/6
Order U 1000	WILLS' WILD WOODBINE	9/-
Order Q 500	WILLS' THREE CASTLES	10/6
Order P 1000	WILLS' GOLD FLAKE	15/-
Order O 1000	PLAYER'S NAVY CUT	16/-

We cannot accept Orders for Smaller Quantities than above.

ABOVE PRICES INCLUDE POSTAGE WHICH ENSURES QUICK DESPATCH

Orders may be handed to any Tobacconist or Posted direct to—

British-American Tobacco Co., Ltd. ***(Ex. Dept.)***

WESTMINSTER HOUSE, No. 7, MILLBANK, LONDON, S.W.

Don't miss the Advertisement Guarantee on page 29.

Don't Let your Indigestion or Constipation Get Chronic.

Results of a Physician's Researches Now made Public.

INDIGESTION denotes the failure of your stomach and bowels to perform their alloted task, and is therefore a matter which demands instant, scientific attention. To allow such a condition to continue is to deprive yourself of needed nourishment, to burden your system with dangerous toxins and waste matter, and so gradually to undermine your whole constitution.

No one need be ignorant or neglectful in these matters any longer, for the discoveries made during years of research by hundreds of physicians and physiologists, the collected wisdom of the scores of specialists who have made the study of Indigestion and Constipation their life work is offered you, in a simple form, in my book to-day.

Broadly speaking, the best and most scientific cures for Indigestion and Constipation come under three heads—exercise, medicine, and dietary, and in my book I show just how you can apply the best features of all three methods so as to banish every trace of the trouble.

Ordinary methods employ **one** of these three methods—in My System I combine the curative value of all three, and so make your cure **three times as certain**.

Those who have tried ordinary cures without success, those who despair of ever being really well again, I especially ask to write for their copy of "My System" which will be sent, along with a sample of Dr. Young's Tablets (the most wonderful and efficient digestive-laxative ever devised) post free for 1/-.

Send your postal order to-day then you can begin your cure to-morrow. The Dr. Young Company, Sun Buildings, Leeds.

SEND FOR MY TEXT-BOOK

I will cheerfully refund your shilling if, after studying the method, you return the book within three days because you do not consider the method sound or the book worth the money. Remember there is only one book to buy—there is no other book, course, or apparatus.

Post This Coupon To-day

To the Dr. Young Co., Sun Buildings, Leeds.

Please send me your Text Book and sample of Dr. Young's Tablets. I enclose 1s. for same, which you undertake to return if I return the Text Book.

Name .....

Address .....

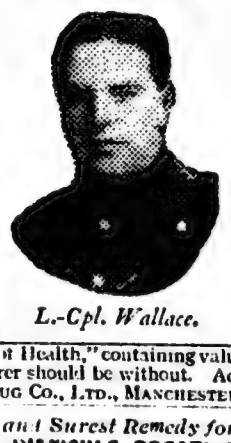
.....

J.B. 3.

TRENCH COUGH AND CHILLS.

Lance-Cpl. and all his Section Cured.

Lance-Corporal D. J. Wallace, 19283, Machine-Gun Section, 3rd South Wales Borderers, writes:—"Whilst at the Front I was continually being troubled with chills and coughs which I could never really get rid of, although I had mixtures from the doctor, and tried other things as well. I was persuaded to try Veno's Lightning Cough Cure, and was more than satisfied with the results. After that, as soon as I felt those chills coming on, I'd start on Veno's, and soon the chill and cough would disappear. Of course, I had to tell the other boys about this, and persuade them to take Veno's. If they could not get a bottle I gave them mine. Afterwards there was always a good supply on the Machine-Gun Section."



L.-Cpl. Wallace.

A SIXPENNY BOOK FREE Write now for "The Veno Book of Health," containing valuable information which no sufferer should be without. Address: Box 628, THE VENO DRUG CO., LTD., MANCHESTER.

Veno's Lightning Cough Cure is the safest and Surest Remedy for:

COUGHS & COLDS, LUNG TROUBLES, NASAL CATARRH, BRONCHITIS, ASTHMA,

11½d. a Bottle.

DIFFICULT BREATHING, WHOOPING COUGH, BLOOD-SPITTING, HOARSENESS, INFLUENZA.

Larger sizes 1/3 and 3/- (the 3/- size is the most economical), of Chemists and Stores in all parts of the World, including Leading Chemists in Australia, New Zealand, Canada, Africa and India. Insist on having Veno's, and refuse all substitutes.

VENO'S LIGHTNING COUGH CURE

RHEUMATISM TO-DAY.

Every chilly wind that blows carries the sharp and painful arrows of Rheumatism, Gout, Sciatica, Lumbago, Neuralgia, Neuritis, and Rheumatoid Arthritis.

But you need not continue to suffer from the sharp-shooting shafts of Uric Acid.

You can get **quick** relief—even **TO-DAY.** Get a 1s. 3d. or 3s. package of URILLAC and you will quickly be fearless of the North-East wind and the chilly, damp atmosphere.

Why?

Because **URILLAC** leavens your whole circulation with an antidote to Uric Acid troubles, just as the Royal Army Medical inoculation renders British Soldiers immune from military epidemics even on the festering battlefield.

So certain are the manufacturers of the anti-Uric Acid properties of **URILLAC** that, if you prefer it, they will send you a free trial supply.

For this send only 2d. stamps for postage.

ABSOLUTELY UNNECESSARY SUFFERING.

Bear in mind, every Uric Acid ache and pain is **absolutely unnecessary suffering on your part.** You can prove this either at very small cost or—at the expense of The Urillac Co.

The colder weather acts as a tonic to all but the sufferers from Rheumatic, Gouty, Sciatic, Neuritic, and Gravel troubles. To these the cold, damp weather is a period of torture. Every wind is a sharp-pointed arrow of pain. Every rain or snow-storm makes the body a living chamber of torture.

Dissolve the Uric Acid crystals or the Gouty chalk or gravel that is circulating in your blood and settling in your joints, muscles, tissues, or bladder.

Remember—**URILLAC** is made in strict accordance with the Favourite Prescription of a family West-End Specialist in all the Uric Acid and allied troubles already mentioned.

You can get a 1s. 3d. or 3s. package of **URILLAC** to-day at any good Chemist's, including all branches of Boots Cash Chemists, Taylor's Drug Stores, and Timothy White, or post free from the Urillac Co., 164, Piccadilly, London.

URILLAC Quick Cure for:

RHEUMATISM
GOUT
LUMBAGO
SCIATICA
RHEUMATOID ARTHRITIS
NEURALGIA
HEADACHE
NEURITIS
GRAVEL
and all Uric Acid ailments & pains

FREE TRIAL SUPPLY.

Direct from THE URILLAC CO., 164, PICCADILLY, LONDON, W.

Please send FREE TRIAL SUPPLY OF URILLAC to—

(Enclose 2 penny stamps.)

NAME .....

ADDRESS .....

.....

.....

J.B.

The Advertisement Guarantee is on page 29.

"THE GREATEST OF THESE—

OUR WAR SUFFERERS' FUND—IMMEDIATE HELP FOR DEPENDENTS.

The object of our present Fund is to afford immediate relief to the dependents of soldiers and sailors now fighting for their country, and who, owing to invidious inquiries and red-tape officialism, are stranded for want of money. We do not trouble ourselves about marriage or birth certificates or clergymen's references, or anything of that kind; but whenever we find the dependent of a soldier or sailor in distress and unable to procure assistance from official funds, we at once do what is in our power—giving anything from 10s. to £5, according to the circumstances of each case. We also, in exceptional instances, make grants to civilians suffering from the effects of the war. Every thing subscribed goes to some deserving person—we gladly defray all expenses. We give below a synopsis of a few typical cases relieved during the past week.

"Dear Sir, The Mrs.——, of —— Road, who has written you such a pitiful letter over losing her purse, really lost it when being dragged home drunk by drunken pals, as enquiry at Willesden Green Police Station will assure you. Your fund does too much real good to be wasted thus." We did receive the "pitiful letter," but we are sceptical regarding lost purses, and the Willesden lady had already been sent empty away.

Discharged men who call upon us and deny that they have been assisted by the various funds should remember that we have at hand the means of testing their statements. We regret to note an increase in the living-from-fund-to-fund fraternity—the work-shy lot who prefer cadging to honest labour. We give them short shrift.

Her husband having been killed in the Dardanelles, a widow has a pension of £1 0s. 6d. a week for herself and three growing children—not too large an amount in these times of soaring prices. The poor creature recently passed through a very serious and expensive illness, and not unnaturally she was behind with her rent. A heartless landlord threatened her with eviction, and in her difficulty she came to us, and we made matters straight for her.

A soldier was discharged from the Service unfit and without a pension. He is unable to work, and has a family of small children. Here, again, a grasping landlord threatened to put the sufferer out on the road, but we prevented the outrage.

A woman had two sons killed at the Dardanelles, whilst her third boy was drowned on H.M.S. *Hogue*. Her husband, a retired sailor, died last week, leaving her alone in the world. She asked for assistance towards his decent burial, and we naturally provided her with it.

A soldier's wife has lost two little children since August last. Her husband is an old soldier in France, struggling for his country, and naturally the poor fellow was distressed by the knowledge of his wife's difficulties and unavoidable expenses. We had satisfactory proof that the case was one that eminently deserved assistance.

WAR RELIEF FUND SUBSCRIPTIONS.

WON'T *You* HELP?

E. J., 10s.; F. E. M., 10s.; "A Mother of Soldiers Three," 1s. 3d.; Pte. E. L., 2s.; Anon., 1s.; C. S. 2s. 6d.; "34185's Girl," 1s.; A. C. G., 6d.; Anon., 6d.; C. T. W., 1s.; M. S., 6d.; W. H. C. (Levenshulme), 5s.; C. A. N. (Grantham), 2s. 6d.; Anon., 6d.; S. C., 2s.; Mrs. D. (Berkhampstead), 2s. 6d.; Subscribed by Officers and Members of Crew of s.s. *California*, £4 15s. 6d.; R. G. C., 1s.; H. N. P. (Clevedon), 1s. 9d.; "One Who 'Bullets,'" 1s.; H. B. (S. Africa), 6s.; Miss I. C., 1s.; J. M., 2s.; E. H. B. (Tottenham) 2s.; "Pontoons Only," 60 francs; Mrs. J. H. C., 1s.; Anon., 1s.; "Kat's Eye," 1s.; "A Private's Widow," 1s.; L. B., 2s. 6d.; T. A. P., 1s.; M. H. (Burton-on-Trent), 10s.; J. C., 6d.; "A Ranker's Wife," 2s. 6d.; Anon, 1s.; A. M., 5s.; Crew of s.s. *Edenwood* (per A. E. C.), £1 10s.; Mrs. D. G. (Worksop), 5s.; Mrs. J. (Newport), 1s. 6d.; H. V. B. (Ilford), 2s.; E. W. T. (Orpington), 2s. 6d.; "Ivy Mary," 3s.; L. D. (Dover), 2s. 6d.; Crew of R.F.A. *Ferrol*, £3 10s.; "A Soldier's Wife," 1s.; C. C., 1s.; M. H (Farnborough), 5s.; "Grannie," 2s. 6d.; Weekly Collection, C. P. S. (Woolwich Arsenal), 6s. 9d.; C. T. (Birmingham), 2s. 6d.; T. A. G., 1s.; E. C., 1s. 4d.; Miss E. S., 4s.; Mrs. N. M., 1s.; J. S. S. (New Zealand), 3s. 6d.; "In Memory of Bruce," 2s. 6d.; "Taxi Driver 5272," 1s.; E. F. B., 1s.; S. F (Market Drayton), 3s.; W. A. C. (India), 2s.; E. E. E., 1s.; Sgt. W. S. (Sutton Coldfield), 1s.; "Music," 2s.; J. W. H. (Middlesbrough), 5s.; "A Sailor's Sweetheart," 1s.; "A Patient and Hopeful Wife," 1s.; "Good Luck," 10s.; "From a Friend," £1; C. L. McR., 5s.; M. H. (Canada), $5; "Rae," 5s.; A. E. (Lowestoft), 1s Mrs. Groves, winner of the First Prize in our 213th "Bullets" Competition, has kindly sent us £5.

COLLECTING BOXES.

LONDON.—Mr. F. Tully, "Crown and Two Chairmen," Dean Street, Soho, W., 2s. 6d.; Mr. M. Pollack, "Carpenters' Arms," Dante Road, Newington Butts, S.E., 3s. 5d.; Mr. F. Huggins, "Brunswick Arms," Stamford Street, S.E., 3s.; Mr. A. Hopkins, "Devonshire Arms," Avonmouth Street, Newington Causeway, S.E., 3s. 2d.; Mr. F. Pavey, "The Constitution," 63, Long Lane, Bermondsey, S.E., 2s. 6d. Mr. H. Ash, 156, Weston Street, Bermondsey, S.E., 2s. 6d.; Mr. W. Carlton, "Antelope," 48, Weston Street, Bermondsey, S.E., 4s. 7d.; Messrs. E. and J. Jarvis, 86, S. Ealing Rd., 2s. 6d.

COMFORTS FUND.

We gratefully acknowledge the receipt of £10 from "Patriot" and £2 from J.B.K., to purchase cigarettes and playing cards for our soldiers and sailors, who will much need some solace at this Christmastide.

OUR CHRISTMAS POOR FUND.

YULETIDE GIFTS FOR THE LONDON POOR

For some years past it has been our habit to appeal to the generosity of our readers to enable us, during the Christmas season, to distribute gifts of food, clothing, toys, etc., amongst the London poor. For the past two years, however, we have naturally given first consideration to those who are either directly or indirectly affected by the pressure of the present crisis; but there are many other hard cases.

Our system has been to apply the money entrusted to our charge in the purchase of meat, bread, groceries, coal, etc., by means of orders upon local tradesmen, thus enabling the recipients to enjoy the food and fuel and other comforts in their own homes, with their families—as we are sure our readers desire.

We also appeal for left-off and unwanted clothing of all shapes and sizes. A band of willing workers will carefully sort the articles into suitable lots. Toys, too—however old—are always welcome for the little ones, and the same remark applies to oranges, sweets, crackers—in short, to anything likely to bring a little happiness and sunshine during Christmas-time into the homes of the poor.

Every subscription and gift will be gratefully received, and acknowledged.

Subscription should be forwarded direct to our Offices, 93, Long Acre, London, W.C., but all parcels of goods, etc., should be sent to the JOHN BULL Central Depot, 19, Mare Street, London, N.E.

Please help us.

The Food in Illness

THE sick person has no taste for food, yet strength must be maintained at all costs. It is not possible to use a more satisfactory food than the 'Allenburys' DIET, which has answered when all other kinds of food have failed. The following unsolicited testimonials from Medical Men, are taken from among many.

A Doctor writes:—

"I consider it a first-class Diet, not only in illness, but also in those cases where every other kind of food seems to disagree."

(SIGNED).....M.B.

Another Doctor writes:—

"During recent family illness I found your Diet a most convenient and nourishing food, and many a time when preparing it in the 'small hours' for the patient I secretly blessed you for your valuable product."

(SIGNED).....L.R.C.P., L.R.C.S.

Soothes, Nourishes, Restores.

The 'Allenburys' DIET

For Adults

No Cooking or Cow's Milk required. Made with boiling water only.

In tins at 1/6, 3/-, & 6/- each of Chemists.

Allen & Hanburys Ltd., London.

SEND nine penny stamps to Newball & Mason, Nottingham, and they will send you a bottle of

Mason's Ginger Wine Essence

which makes (with the addition of white sugar)

One Gallon Ginger Wine.

All who apply before December 31st will receive a Neat Money Box, which makes a Useful Gift for the Children. We suggest you include a bottle in your next parcel to the Front.

"JOHN BULL'S" GUARANTEE.

We guarantee the goods advertised by every firm whose trade announcement appears in JOHN BULL, but, we hold ourselves entirely free to decline the insertion of the announcement of any firm before the publication of the first announcement; and if any reader can show just cause for dissatisfaction with the purchase of any goods from a merchant or trader advertisement in our columns we will refund the purchase money provided the goods are returned to us within one week from the date of original purchase.

"John Bull's" Letter Bag.

[The EDITOR replies to, and has a chat with some of his numerous correspondents.]

NOTICE TO CORRESPONDENTS.—Will readers, when forwarding cuttings from newspapers, take care that in each case a sufficient portion is sent to identify the name of the paper and the date of issue?

CORRESPONDENTS ARE REQUESTED NOT TO SEND ORIGINAL CERTIFICATES, TESTIMONIALS, ETC., as, *though every effort is made for their safe custody, they are liable to be mislaid. Copies only of such documents should be forwarded in the first instance.*

LETTERS *must be addressed to the Editor or the Publishers, according to whether they relate to Editorial or Publishing matters.* LEGAL *and* SPORTING *inquiries should be addressed to the Legal or Sporting Editor, and, in the case of* LEGAL *inquiries, must each be accompanied by a postal order for one shilling.* FINANCIAL *and* INSURANCE *inquiries should be addressed to the Editor,* CITY JOHN BULL, 93, LONG ACRE, LONDON W.C., *and each inquiry should be accompanied by a postal order for one shilling.*

"CURSE THE COALITION"—"BOTTOMLEY WANTED."—We regret that it has been impracticable for us to reply individually to the enormous number of letters which have reached us. We, however, thank our correspondents one and all for the flattering sentiments they have been good enough to express towards us.

H. C. (Streatham) and VERY MANY OTHERS—"Don't you think it is time we left off talking and turned the Government out? For mercy's sake, do not let us delay till it is too late!" Such is the universal cry which has been filling our post-bag. But L. G. is now to have a chance.

"BEWARE."—"Who are you but a puny man?" Greatly doubting, we are going to turn up "puny" in the dictionary. You might do the same.

"JAMES" (Croydon).—The masterly inactivities of the late Government have caused us to revise many of our views about the war.

"REVE" (Isleworth).—"Will there ever be an end to the war?" We have heard rumours to that effect.

J. H. S. (Weymouth).—You regret to see us "throwing stones" at Mr. Balfour, and ask us to "turn back to his great career and give it a thought." But we are very busy—send us all the particulars.

J. P. H. (Norwood, S.E.).—It is perfectly true that the Commissioners of the 1851 Exhibition have still an office at Westminster. They are probably settling things up as fast as possible. Probably in 60 years' time Hun businesses will still be in process of winding-up, just in the same sweet way.

"A TRUE BRITISH MAN" asks us to publish the birth certificate of every Parliamentary candidate, so that the electors can see whether he be true blue British or not. But it might, in some cases, prove even more than that. We did publish an M.P.'s birth certificate not so very long ago.

"CYMRO" (Mountain Ash).—You ask how quickly an Englishman can become an American citizen, and if he would still be liable to serve should he visit England. It's like your cheek to ask us for any information to help anybody to turn rat and renegade. This is the wrong shop for that.

"WIFE OF ONE AT THE FRONT."—"Ourself as Premier and Mrs. Pankhurst as War Minister"! That's a startler. But we don't think there would be any quarrel.

"AERIAL" (Norwich).—Thanks for offer to "take us up," but we prefer our terra firmer.

"A SALISBURY READER."—Anybody who says that the crucifixion punishment is not torture would change his mind after a few hours' experience.

"A BROKEN-HEARTED MOTHER."—You have misunderstood the spirit of our article. We agree with all you say about the bravery of women, but there is no reason why they should suffer needless agony.

A. L. (Leyton).—The reason the authorities do not report captures of and damage to enemy submarines is that they want to capture the supply vessels, too, if possible.

B. E. G. (Willesden).—The customer has no "means of beating the shopkeeper over the sugar business." It is for the Sugar Commission to beat the shopkeeper, and if they were worth their salt they would.

E. B. W. (Abbey Wood).—"The combing out at Woolwich Arsenal seems to have fizzled out." That's the worst of these celluloid combs; they will fizzle.

"X. Y. Z."—"Is it possible that Lords Grey and Haldane share the same house in London?" Quite possible. War-time economy.

"WORCESTERSHIRE READER."—"Give us notice that you will write a stirring article next week, and say the price of that number will be 2d." We will write the article worth 2d., but shall let it go for the same old single copper.

J. (Custom House).—"It was only a sham raid at the Docks; many men were away because it was a wet day, and the shirkers knew the police were there so had every chance of keeping away from the gates." This confirms what we had heard.

"FIELD OFFICER."—Yes, we know the S. E. and C. R. still print notices in German warning passengers not to lean out of window for fear of bashing their heads. We wish stray Germans *would* lean out!

MRS. F. (Partick) suggests that the new Germhun tank may be liquid gas or fire spouters. "Are we ready for them?" she asks. The War Office should know.

S. H. L. (Kidderminster).—Have no doubt that Germhun publishers have picture postcards of every notable town or place in this country.

J. W. H. G. (Alton).—There may be individual Co-operative Societies who have not imposed the 2s. or more "other goods" condition for obtaining 1lb. of sugar, but we have documentary evidence that a great many have done so.

"J. B." (Weston-super-Mare).—We observe that the Isle of Man Government are inviting tenders for the supply of sauce and mustard to interned Huns. Probably the reports from the Front have given them cold feet.

"ACTIVE SERVICE" (Albemarle St., W.).—We shall certainly have to make a "bid for parentage" when the war is over, but the matter hardly seems to call for "practical suggestions."

W. P. T. (London, E.C.).—If true, it is a great big shame that the young lady conductors of the L.G.O.C. omnibuses are forbidden to wear waterproofs over their uniforms in wet weather. We should like to give them all a good British warm—the dears!

"LONELY MOTHER" (Doncaster).—Having brought up two children, it's a shame when lady callers pester you with advice about the third. Can't you leave word you have gone to the opera, or to luncheon with the duchess?

"AUSTRALIAN CONVALESCENT" (Wareham).—"A complaint about the tucker: We had better scran in the trenches, and can't understand how the food is so short over here." It shows that the people here have their full share of the hardships, doesn't it?

M. H. (Carlisle).—Have pointed to the hardship of stopping men cooking their own food, just to oblige the caterers, but "building houses or accommodation for the men to have their wives with them in cold Gretna" is a large order. Also, what about the young 'uns?

R. J. (Barking).—If there has been a three days' strike of 3,000 workers at (somewhere) because "two old geesers" had dinner at the Y.M.C.A. tent, then we blame the 3,000. Don't you?

J. C. C. (Winnipeg).—Disinclined to favour the emigration of British girls to Canada—or anywhere else.

C. L. M. (Southsea).—Evidently the Excise and Customs think you are too old at 56. Cheer up, however. You may have a chance of going to the war yet!

CORP. W. (Wilton).—Copy of our cover drawn by your boy of 9 is, as you say, "not at all bad." Invite us to the banquet when he becomes P.R.A.

"FRIEND" (Sevenoaks).—There is a young man who says he has to dress his mother, and so got exemption! And you "hope we think it not a right things two go on with, so this be a bit two put in your next week book." It's put in.

"WINNER" (Glasgow).—Oh! that old chestnut: "Sisters and brothers have I none, but that man's father is my father's son. Whose portrait was he looking at?" The Kaiser's.

J. E. (Rye Infirmary, Dundee).—"I've just got the paper for which a Tommy almost fights; Every time it comes to us, It's sure put up the lights!" That's the way—keep bright. And get well soon.

MRS. P. (Tulse Hill).—"I should like to lead by a rope some of our Government men, plant them in those training holes on the same pay, food, and nightly rats in their sleeping huts." They *would* feel ratty.

J. H. (Enniskillen).—If your wife is worried in her London business while you are serving, we think Bow Street would provide a policeman to guard. But you would have to pay.

J. B. (Shanklin).—Yours is one more plea that hard-hit boarding-house keepers at the seaside should have the privilege of billeting Tommy. Better for him and better for them.

MRS. T. M. W. (Brighton).—Strange indeed that your husband should meet a woman who showed him a photo of her boy, whereas the bonny little chap was his own! Reminds us of the Judgment of Solomon, more or less.

"KATHLEEN" (Camberwell).—No suggestions for dealing with dishonesty in Post Offices, except to suggest honesty.

W. H. (Hulton Park).—As you say, "it is not in the national interest that farms should be unoccupied."

"CATCH" (Halifax).—Phew! That story wouldn't elevate a cow.

"ENGLISHWOMAN" (Melbourne).—The writer in your local *Tribune*, who says that the British are shirking behind the Australian contingents, is a pestiferous liar.

"A SCOT" (Glasgow).—People who throw out "big chunks of bread to feed crows and seagulls" in Pollockshields ought to starve a wee.

J. W. (Prestbury).—But why tell us in December that an hour's lesson in Germhun was given in the Cumberland C.C. schools last summer?

R. (West Ham).—P. O. clerks engaged by sub-postmasters, working 12 or 13 hours daily, are over-worked: they get no overtime, and are underpaid. They are never free till other shops are closed—and that's awkward.

"A WORKING MAN" (Cardiff).—"Bread in Cardiff is 10d. a loaf; one man selling it at 8d. is being run down." Run him up to London, where the price is 10½d.

"ALPHA" (Keith).—Anybody with ideas for coping with the submarine menace should submit them to the Inventions Board, Victory House, Cockspur Street, London. Necessity is the mother of invention, and never was the need greater.

Z. Y. X.—An old lady of Finchley, 86, lived on 5s. pension, and 2s. milk ticket, allowed by parish. 2s. 6d. being added to her pension, the parish stopped the milk ticket. Poor old lady—and shame on Bumble!

A. A. V. (H. Anzacs, B.E.F.).—Sorry to disappoint, but we really cannot undertake to answer statistical questions. Must keep our small space for items of general interest. Other inquirers, please note.

J. C. (Walworth).—"Enclosed is a few lines of poetry." That's an incorrect statement; the lines are there, but the poetry isn't.

J. H. (New Cross).—As the Munitions experts tell you, your Zeppstrafer is not a new idea; in fact, we think a similar weapon has been for some time in use.

"SUFFERER" (Sparkbrook).—It is a thundering shame the well-to-do should be able to get sugar to store, while the poor with children cannot get enough for their needs.

R. W. B. (Bunbury).—Probably the firm who printed the National War Savings lecture placards did not know that by adding a black and red border it represented the Germhun colours.

H. L. (Wallington).—Have had previous complaints about the remarkable inattention which Shilling, the Winchfield nurseryman, gives to orders after he has received the money for them. Complain to the publisher of the paper in which you saw the ad.

"RAGLAN" and OTHERS.—The sale of cigars, cigarettes and tobacco on licensed premises must be suspended at the same hours as in shops—Sundays included. No intoxicants may be consumed there on weekdays except between 12 and 2.30 and 6.30 and 9.30—unless meals are taken, when a further half hour is allowed, provided the refreshments are ordered and supplied before 2.30 and 9.30 respectively.

S. L. (Bulawayo).—We agree with your view that "conscription for South Africa would be a "falacy," but there's an "l" of a difference between your spelling and ours.

"DISGUSTED" (Warrington).—"When war first broke out I owed a German firm £27 13s. 2d." That wasn't our fault, was it?

"BUNG" (Woking).—There is nothing to stop brewers from raising the price as long as the public lower the beer. It is just possible that before the war is over we may have to make do with smelling the corks.

C. R. (Warwick).—We warmly sympathise with the aged charwoman who, "when she wants to go out of an evening," has to give a young girl a shilling to "do her dirty." Hope she hasn't done it on you.

J. R. T. (Glasgow).—Concerned to hear that there is a "German aroma" about the police officer you mention. Is it Eau-de-Cologne?

"SHADIAN" (Chatham).—You and "Aggie" Weston are evidently not in love with each other. Perhaps you can't repeat texts nicely.

W. H. J. (East Linton).—The Premium Watch Company, of 13, Normandy Place, Brixton Road, London, S.W., are counting on your being a mug, and we fancy you must be a bit of a one to entertain their transparent temptation for one instant.

"A READER" (London, E.C.).—"Working near Goswell Road on machining and finishing flannel belts for soldiers, your earnings for a week, 8.30 till 7.30 daily, were exactly 6s. 10d." If true as stated, the figures are terrible.

"ENGLAND" (Scarborough).—A chemist secures long exemption for his assistant on the plea that it is impossible to procure a qualified substitute. Yet in one trade journal alone are about 20 advts. weekly of such men seeking jobs.

GUNNER J. C. (B.E.F.).—"How many instruments does the man who is called the One-Man-Band play?" We guess he plays few, but he jerks a lot.

"A DISAPPOINTED SAILOR."—"We were given four days' leave before departing for the North Sea; had to pay our own fares; it cost some men nearly £3 to see home for a little while." We must think out some remarks to fit the case.

"JOCK" (B.E.F.).—You have ample time to compete in our "Bullets" Competition if you make use of the twenty advance examples published every week.

"LONDON MOTHER" (Harringay).—The young Mormon missionaries you speak of are probably Americans, and we can't conscript Americans.

"JUSTICE" (London, S.W.).—"How is it that strong, able-bodied men are kept as clerks in the Leicester Corporation Offices doing old men's or women's work? How is it that Conscientious Objectors are still employed in the Leicester P.O.?" Dear us, you *are* inquisitive!

MRS. P. (Plymouth).—Husband, a prisoner interned in Switzerland, asks you to thank us for sending him a free copy of this journal every week—"36 men all anxious to look at it." He is not permitted to write to us direct. He is very welcome to our little weekly tribute.

"WARWICKSHIRE TWINS."—"There are two of us, twins. Can you tell me on which day I was born, Dec. 2nd, 1876?" On the same day as the other one, probably.

W. G. P. (H.M.S. ——).—Our barber has been medically rejected, but the principal reason they will not take him is because they say his work is of the highest national importance.

"A SPY" (Walthamstow).—"I am a Cross between a Socialist and a Conservative and I have my own opinions of things in General." You are a rare breed, but don't get Cross with us.

THE SECRETARY OF THE NO PEACE LEAGUE has received with thanks the money order for £3 6s. 6d. from "H. M." (Johannesburg), being the proceeds of a collection from the boys of the Nourse Mines Gold-Mining Company.

W. E. T. (Norwich).—Four soldiers and six horses to one wagon of manure, with another man on another horse accompanying, does look like an unnecessary exhibition of Britain's man-power.

"SUNSHINE" (Streatham Hill).—As you say of American music-hall artists in this country, who sing that they "Want to Go" Back to their Home in Dixie or Tennessee, there is nothing to deter them. British artists in New York were told "Your King and Country Need You; We Don't."

D. P. C. (Finchley).—Never worry worry till worry worries you.

(A number of replies are unavoidably held over.)

"De Reszkes," by Jove! What luck!

Cigarettes are the only home comfort a man can enjoy on Active Service. Why not send *your* friend a regular supply of **"De Reszkes"** *he's worthy of the very best.* Buy some on your way home. Post the parcel with your own hands—then you *know* they will reach him safely.

So'd Everywhere

Britain builds the best ships in the World.

Britain makes the best textiles in the World.

Britain brews the best Lager in the World—

ALLSOPP'S

How I Darkened My Grey Hair.

Lady gives Simple Home Recipe that She Used to Darken Her Grey Hair.

For years I tried to restore my grey hair to its natural colour with the prepared dyes and stains, but none of them gave satisfaction and they were all expensive. I finally came across a simple recipe which I mixed at home that gives wonderful results. I gave the recipe which is as follows, to a number of my friends, and they are all delighted with it. To 7 ozs. of water add a small box of Orlex Compound and 1 oz. of bay rum. These ingredients can be bought at any chemist's at very little cost. Use every other day until the hair becomes the required shade. It will not only darken the grey hair but removes dandruff and acts as a tonic to the hair. It is not sticky or greasy, does not rub off and does not colour the scalp.—ADVT.

Fight the Germs

that poison and impoverish the blood and cause disease TUMOURS, ABSCESSES, ULCERS, TUBERCULOSIS, and INTERNAL GROWTHS do not attack suddenly. Their forerunners, DEPRESSION, HEADACHE, BILIOUSNESS, INDIGESTION, SLEEPLESSNESS, warn you that disease has pierced the defences of health, and will enslave the body unless you destroy the disease.

VITADATIO DESTROYS DISEASE

by removing the cause. It cleanses the system, restores health and vitality in the most serious and long-standing diseases when other treatments fail.

Sold by Boots Cash Chemists, and Taylor's Drug Stores, or post free at 1s. 3d., 2s. 6d., and 5s. per bottle. Send postcard for **FREE TRIAL BOTTLE** and testimonials to Vitadatio, Ltd. (Dept. J.B.) Park Square, Leeds.

WITH **Vitadatio** THE MEDICINE THAT CURES

"BULLETS" BRIGHTEN DULL EVENINGS!

☞ **A further Coupon for this week's Competition will be found on the opposite page.**

No. **Closing Date, Thursday, December 21st**

Example

Bullet

Example

Bullet

(217) P.O. No.

I agree to enter this Competition in accordance with the rules and conditions announced below.

Signed

Address

If these coupons are used P.O. for 1s. must be sent.

ENVELOPES SHOULD BE MARKED "BULLETS" No. 217, "JOHN BULL," LONG ACRE, LONDON, W.C. Write "COMPETITION" in top left-hand corner of envelope.

No. **Closing Date, Thursday, December 21st**

Example

Bullet

Example

Bullet

(217) P.O. No.

I agree to enter this Competition in accordance with the rules and conditions announced below.

Signed

Address

If these coupons are used P.O. for 1s. must be sent.

No. **Closing Date, Thursday, December 21st.**

Example

Bullet

Example

Bullet

(217) P.O. No.

I agree to enter this Competition in accordance with the rules and conditions announced below.

Signed

Address

If these coupons are used P.O. for 1s. 6d. must be sent.

SPECIAL RULE. In order to afford our Military and Naval Competitors and others living in remote districts ample time to compete, we are allowing them special facilities. Below will be found twenty examples for **Next Week's "Bullets" Competition No. 218. These can be used on the coupons above, and must reach these Offices on or before THURSDAY, DECEMBER 28th.** Please note that all coupons so used **MUST** be clearly marked with the number **218** in the top left-hand corner, and envelopes containing these coupons **MUST** be addressed "Bullets" **No. 218,** "John Bull," Long Acre, London, W.C. Such coupons **MUST NOT** contain any of the Thirty Examples for the present week's competition

Selection of Examples for "Bullets" Competition No. 218.

TRYING TIME
MY NEW YEAR'S WISH
A VAIN DREAM
FETCHING POLICEMAN
NURSING A GRIEVANCE
MOTHERS' MEETING
WHAT WILLIE WANTS
SLEEPING BEAUTY
NOT TAKEN SERIOUSLY
POOR CARGAIN
SPENT WITH CARE
FATHER'S CHRISTMAS
I DON'T THINK
POOR DEVIL
WHEN WIFE KNOWS
HALF MEASURES
MERRY AND BRIGHT
SILLY CHAP
CARELESS MAID
THE KAISER LIKES

This Week's List of Examples for "Bullets" Competition No. 217.

LLOYD GEORGE
GETTING A MOVE ON
WELCOME CHANGE
THE NEW CABINET
GAINING HIS COMMISSION
CHEAP EGGS
SHUTTING UP SHOP
NEEDS A REST
MATRIMONIAL BLISS
THE WRONG MAN
TOMMY'S CHRISTMAS
MAKES FATHER MERRY
KEEPING MUM
WHEN BAKER CALLS
LITTLE ON
MOST UNWISE TO
FULL OF PROMISE
CALF LOVE
REGARDLESS OF COST
POOR RELIEF
TURNING THE SCALES
MISLEADING LADY
MOST IRRITATING WHEN
TELLING THE WIFE
NOTHING NICER
CAN'T BE HELPED
WHEN WOMAN RULES
MY REGRET
ROBBING THE PUBLIC
MAKES KAISER ANXIOUS

HOW TO MAKE "BULLETS."

First choose any of the Thirty examples given above. Then give **TWO, THREE** or **FOUR** words having some bearing on the example chosen. Any **ONE** of the words selected must begin with **ANY** letter in the example chosen. The other words selected can begin with any letter in the alphabet.

These examples will help you:—

Example:—
NOTHING NICER.
Bullet:—
THAN BLIGHTY, SAYS TOMMY.

Example:—
MOST IRRITATING WHEN.
Bullet:—
SHOPPER FORGOT PURSE.

Example:—
REGARDLESS OF COST,
Bullet:—
OUR BUTCHER.

Competitors may send in two BULLETS on one coupon for sixpence. If more coupons are used, an entry fee at the rate of 6d. for each coupon must be sent.

Result of this Competition will be found in our issue dated January 6th.

This week's "Bullets" Coupons will also be found in EVERYWOMAN'S, dated December 16th.

BULLETS RULES 1. The First Prize will be awarded for what, in the opinion of the Judges, is the best "Bullet" received, and the other prizes in order of merit, the best being clearness, aptness, and originality. The right to divide a prize or prizes among two or more competitors is reserved.

2. Bullets must be plainly written on the Coupons, and only two attempts may be written on each coupon.

3. All four coupons may be used, but each coupon must be accompanied by a postal order for 6d., made payable to JOHN BULL and crossed & Co.

Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be declared on each coupon submitted. Competitors sending more than one coupon may enclose one postal order for the full amount covering the number of their coupons. Coupons must not be defaced in any manner.

4. All coupons arriving too late to be judged with absolute thoroughness will be duly returned to their respective senders.

5. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified Judges.

6. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry.

RESULT OF 215TH BULLETS COMPETITION

FIRST PRIZE OF £250:—

Mr. WM. JAMES, c/o 20, Portland Road, Nottingham.
Example:—KNOWING WIDOW.
Bullet:—Is "GRASS," "CUT" HER.

SECOND PRIZE OF £25:—

Mrs. G. BUNN, 101, Chirkdale Street, Kirkdale, Liverpool.
Example:—SURPRISING THE KAISER.
Bullet:—"HIS HOLINESS" DOESN'T "ACT."

THIRD PRIZE OF £10:—

Mrs. L. A. BOYCOTT, Hampton House, Alexandra Rd., Aberystwyth.
Example:—EATING TOO MUCH.
Bullet:—NIGHTMARE FOLLOWED "TUCKING IN."

10 PRIZES OF £5 EACH:—

Mrs. E. M. FELLOWS, No. 1, New Building, Catherines Cross, Darlaston, S. Staffs:
WHEN TOMMY CHARGES—MORE "DASHES" THAN "STOPS."

Mr. F. A. COOP, 50, Gainsboro Rd., Liverpool:
KNOWING WIDOW—DOESN'T "MIND" CHILDREN.

EVELYN IVEY, 49, Kent St., Lower Broughton, Manchester:
WHEN FATHER SHOPS—MORE "FOOL" HIM.

Mr. G. M. WEATHERLY, c/o J. Shepherd, Esq., 54, Coburg St., Leith:
FARMER'S BOY—MANY "GOING FOR" NOW.
(Sent in on a Free "Target" Prize Coupon.)

Mr. J. W. AYRES, 19, Ingram St., Huntingdon:
GROWING FAT—ON TOMMY'S RATIONS—"RATS."

Mr. A. REEVES, Engineer, Kensington Infirmary, London:
CUNNING DODGE—POLAND DELUDED THEN DENUDED.

Mr. T. EVANS, 92, Peascod St., Windsor, Berks:
PLENTY OF BRASS—GIRL "AFTER" HIS HEART.

1439, Cpl. MIDDLETON, Hashr Cottage, Saxilby, Lincoln:
NOTICE TO QUIT—"ARMED" MERCHANTMAN WOULD IGNORE.

37071, Pte. M. STAIT, R.A.M.C., 13, Gen. Hospl., B.E.F.:
A TOUGH PROPOSITION—HOW TO "RETIRE" SUCCESSFULLY.

Mr. D. MORGAN, 49, Council St., Penydarren, Merthyr Tydvil:
SURPRISING THE KAISER—FAILURE "IN THE AIR."

10 PRIZES OF £2 10s. EACH:—

Mrs. W. PILLANS, 85, Bowman St., Crosshill, Glasgow:
DEAREST—EVERYTHING SEEMS ABOUT FRIDAY.

Mr. G. SHRIVES, 48, Birrell Road, Nottingham:
PLENTY OF BRASS—IN THE WRONG POCKETS.

Mr. F. GARLAND, Cock Shot Hill, Kingswood:
A TOUGH PROPOSITION—SILENCING THE WAR POET.

Mr. S. BARSLY, Rookfield College, Horbling:
NOTICE TO QUIT—KAISER GAVE TEN COMMANDMENTS.

Mr. J. BORTHWICK, 26, Newton St., Greenock, Scotland:
RISING EARLY—ANGLER, BUT NOT FISH.
(Sent in on a Free "Target" Prize Coupon.)

Mr. A. SIMMONDS, World's Wonder Farm, Manstone, near Ramsgate:
KNOWING WIDOW—DISCARDS FURS WHILST SHOPPING.

Miss M. MANZIE, c.o. Dudgeon, 17, Union Place, Edinburgh:
SURPRISING THE KAISER—ROAD TO SUCCESS "UP."

Mr. J. PATON, 24, Glen Street, Paisley, Scotland:
RISING EARLY—DAD'S SLIPPERS, WHEN ANNOYED.

Miss M. TYSON, Mayland Vicarage, Maldon, Essex:
A TOUCH PROPOSITION—"HANGING UP" KAISER'S "STOCKING."

Mr. THOS. PICKLES, Rate Office, Harle Syke, Burnley:
WIFE'S DRESS ALLOWANCE—WORDS FAILED—ALSO HUSBAND.

A COMPLETE LIST OF THE 200 WINNERS OF TURKEY PRIZES FOR THIS COMPETITION WILL BE SENT TO ANY APPLICANT FORWARDING A PENNY STAMP TO THESE OFFICES, AND WILL ALSO APPEAR IN THE "COMPETITORS' JOURNAL."

WHAT IS YOUR NUMBER?

EVERY copy of JOHN BULL bears upon its cover a distinctive number, and every week FIFTY of such numbers will be drawn and PUBLISHED IN THE FOLLOWING ISSUE.

To each of the holders of copies of JOHN BULL *of specified date*, bearing on THE COVER any of such numbers, we will, upon production within seven days of publication (a reasonable extension will be allowed to foreign and Colonial claimants) of a sufficient portion of the cover to identify the date and number, pay the sum of ONE GUINEA in return for his using his best endeavour for one week to increase our circulation. Before the money is paid we require a full report of all the work done.

The following have sent in correct claims:—
ARTHUR HARRIS, 2, Boulton Road, Spon Lane, West Bromwich. November 11th. A329,011.
Mrs. J. STRACHAN, 11, Devanha Gardens, W., Aberdeen. November 11th. 092,203.

The following are the fifty numbers for our issue of December 9th.

018,738	**289,214**	**616,713**	**926,542**	**A238,523**
041,198	**313,280**	**684,541**	**958,173**	**A257,142**
075,330	**340,792**	**721,143**	**971,047**	**A294,850**
097,296	**378,851**	**756,256**	**990,183**	**A345,496**
124,880	**434,024**	**798,757**	**A006,394**	**A382,619**
164,917	**463,331**	**799,264**	**A035,141**	**A442,172**
185,846	**500,175**	**821,534**	**A082,300**	**A489,253**
201,941	**532,058**	**835,106**	**A097,481**	**A510,348**
242,158	**551,680**	**862,434**	**A124,513**	**A537,725**
262,792	**578,511**	**874,266**	**A173,427**	**A581,102**

The A prefixed indicates that it is plus a million. The Fifty numbers in respect of this week will be announced in our next issue (published Dec. 29th).

£10 REWARD.

WANTED, the Copies of JOHN BULL for December 9th, 1916, bearing on the Covers the Numbers 147,644 and A449,122. Any person possessing either of these copies will be paid £5 upon applying to THE MANAGER, "JOHN BULL," 93, LONG ACRE, LONDON, W.C.

No. _____ **Closing Date, Thursday, December 21st.**

Example _____

Bullet _____

Example _____

Bullet _____

(217) P.O. No. _____

I agree to enter this Competition in accordance with the rules and conditions announced on the opposite page.

Signed _____

Address _____

If four coupons are used P.O. for 2s. must be sent.

COMPLETE LIST OF ALL CASH AND OTHER PRIZE-WINNERS CAN BE SEEN AT THE OFFICES OF "JOHN BULL."

"JOHN BULL'S" GREAT FREE WAR INSURANCE

We are giving, *absolutely free of charge, an insurance* against ZEPPELIN OR OTHER AIR RAIDS, BOMBARDMENT, INVASION, RAID, RIOT, CIVIL COMMOTION, CIVIL WAR, REVOLUTION, REBELLION, BLOCKADE—indeed, every war risk to Life, Limb and Home. Anyone can be insured, *irrespective of sex or age*, but a separate coupon must be filled in for each person. Remember, the Ordinary fire and accident Policies afford no protection whatever against war risks.

Our scheme is simple and comprehensive, and does not bother about any "legal representative" or "next-of-kin." We shall pay the amount to the insured, who must personally sign the coupon, or to the person nominated thereon, and to no one else. Be sure to fill in a coupon for every member of your family. *The Newsagent's Order Form will keep you permanently insured during such period as this Insurance Scheme and your order to the Newsagent remain in force.* Readers may, however, obtain all the advantages by sending in every week the Registration Coupon—with clause (*a*) struck out, which will be available for seven days after its receipt by us.

WHAT WE WILL PAY

In respect of any person (*man, woman or child*) who, whilst on land and in the British Isles, is killed or dies within 30 days of receiving injury from any of the events named, we will, subject to the fulfilment of the few simple conditions set out below, pay the sum of	**£200**
Should he, or she, in the course of any of these happenings, become permanently totally disabled ...	**£100**
Should his, or her, home become directly damaged (whether it be private residence or residence in connection with a shop) or should the contents be damaged, not exceeding	**£350**
Loss of one quarter's rent during rebuilding of damaged home, up to	**£25**
Medical fees for injuries not proving fatal, but incapacitating the injured person from following his or her usual employment for more than three days, up to	**£10**

Claims must be received by us within forty-eight hours of the injury, and must be supported by such evidence as may be required by the Editor, whose decision shall be final upon all questions. Not more than one claim, which must be confined to one of the benefits, can be entertained in respect of any one person or home, the address of which must be registered.

We reserve to ourselves the right to limit our total payments to £10,000, and to pay not more than £5,000 in respect of claims from any one raid. Payment will be made subject to the rights which the claimant may have or acquire against any other newspaper or insurance body, we paying a proportionate amount of the total admitted claim.

Our Insurance Scheme applies exclusively to British-born subjects, and those of friendly Powers in the British Isles—*and not to Germans, Hungarians, Austrians, Turks, or Bulgarians, even though "naturalised," nor to members of His Majesty's Forces on Active Service, although the home of the latter, situate outside military or naval premises, may be insured.*

TO AVOID FILLING UP REGISTRATION FORM WEEKLY

You may, if you are a *regular* and *continuous* reader of JOHN BULL—or decide to become one—sign this coupon and hand it to your newsagent, and you will be insured for all the benefits of the Scheme as published in each issue, so long as this order and the scheme remain in force.

TO BE RETAINED BY NEWSAGENT.

To ..... *Newsagent.*

.....

Please deliver JOHN BULL to me regularly until further notice.

Signed .....

Dec. 16th, 1916 .....

NOTE.—Each member of a family desiring to be insured *must* fill up a separate form.

If you make use of this Newsagent's Form you *must* fill in clause (*a*) of the Registration Form which will be found next to this, and post it to JOHN BULL Insurance Dept., 93, Long Acre, London, W.C., where your name and the name of your nominee will be duly registered.

A halfpenny stamp should be forwarded if an acknowledgment of receipt of Coupon is desired.

REGISTRATION FORM

Which must be posted to—
The INSURANCE DEPT., JOHN BULL, 93, Long Acre, W.C.

This is to notify that I have this day *(Strike out one of these.)* Dec. 16th, 1916

(*a*) Placed an order for the *regular* weekly supply of JOHN BULL with .....
Newsagent of .....
.....
and desire you to register me as a regular subscriber under the terms of your Insurance Scheme.

—OR—

(*b*) Purchased a copy of JOHN BULL, dated as under, and desire to be insured against war risks for one week from the date of receipt by you of this form.

And in the event of my being injured or killed on land within the British Isles, or of my home or its contents being damaged, I hereby nominate to receive any payment due under this Insurance, first myself, or in the event of my death:—

Name of Nominee .....

Address .....

Signature of Insured .....
(Mr., Mrs., or Miss)
Address of home .....
.....

Round the World with CHAIRMAN JUNIORS

Persia.

Now the Grand Panjandrum's daughter
Brings his sherbet and the water.
And his Highness is as jovial as can be:
Quoth he, my hubble bubble
Is a source of endless trouble,
I prefer the Chairman Juniors 10 for 3.

The dainty size and real excellence of Chairman Juniors make a welcome for them everywhere. Now that so many Brands are sold at fourpence a packet, Chairman Juniors at threepence are an economy. But this lesser price does not mean any lower quality but merely a trifle smaller size. In quality they are the original Chairman and that is a quality that cannot be surpassed by any moderate priced cigarette. As there are no pictures or coupons in Chairman Juniors, the utmost value possible is in the cigarettes. Try them. They are excellent smoking and unusual value. From tobacconists and canteens everywhere at

3d. for 10.

R. J. LEA, Ltd. Manchester.

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All Editorial Communications must be addressed to the Editor at 93, Long Acre, and applications for Advertisement Space in "John Bull" must be made to Messrs. ODHAMS LIMITED (Advertisement Department), 85-93, Long Acre, London, W.C. Telephone: Gerrard 2505.